

# DALLAS

OFFICIAL PUBLICATION OF THE DALLAS CHAMBER OF COMMERCE



*The Heart of Dallas from the Clouds*

Used in June, 1923, and reprinted in  
response to repeated requests.

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April, 1924



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## Beaumont Offers New Service to Dallas Shippers

**O**F keen interest to Dallas shippers is a description of plans of the Transmarine Corporation of Newark, N. J., in connection with their extension of coastwise shipping to Beaumont, which is contained in a letter sent the Dallas Chamber by E. C. Bracken, general manager of the Beaumont Chamber of Commerce. Beaumont has been named the southern terminus of the company.

"Officials of the Transmarine Corporation were in Beaumont last fall and at that time members of the city wharf and dock commission, together with officials of the Chamber of Commerce, perfected an arrangement whereby the Newark concern should enter the port of Beaumont not later than April 15, 1924," said Mr. Bracken. "For a time it was questionable whether the city could accommodate this additional service, but with the completion of the new unit of the wharves and docks now under construction, it was found that the facilities would be adequate in every particular. Berthing space is being enhanced to the extent that there will be no congestion.

"With a total of 32 steel ships, the Transmarine, on its entry to Beaumont, will establish regular eight-day sailings and will enhance traffic facilities for the Southwest to such an extent that Dallas will profit greatly. Railroad connections are good. The addition of the Transmarine coastwise traffic means that cargo unloaded in Beaumont, destined for Dallas, need not be more than 20 hours in transit. Not only that, but there is no freight yard congestion. Entry of the Transmarine lines means that this city is within a minimum of 10 days from New York by coastwise freight.

"At Port Newark the Transmarine Lines offer the shipper a terminal that is not only large and well-equipped for the handling of freight of all kinds, but which is most logically located as a distributing point from the entire New York territory.

"It might be said in passing that Beaumont is one of the fastest growing fresh water ports of the South or Southwest and we feel that in meeting conditions requisite to bringing the Transmarine Lines to this city and in helping itself in this respect, Beaumont has also helped Dallas and all Texas in that we are placed in the closest possible proximity to the great manufacturing centers of the East."

—O—

**A Frequently Fruitful Method**  
"Sages tell us that the best way to get the most out of life is to fall in love with a great problem or a beautiful woman."

"Why not choose the latter and get both."

—Amherst Lord Jeff.

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## Good-Will

All business has a *Soul* as well as a *body*. The body is factory or store, organization and goods. The *Soul* is the stamp on the public mind.

When that stamp is impressed by the desire to serve, by faith in the merit of the product, by courtesy, square dealing and sincerity of purpose, the reaction is Good-Will.

The potency of Good-Will is measured by its *earning power*. Earning power is the reflection of Service. When Service merits compensation beyond the current rate of interest on tangible assets it becomes Good-Will.

Good-Will is the personality of business. So long as Faith and Service are maintained Good-Will *must* grow; it cannot die.

The mark of personality is a great asset. Represented on the Balance Sheet or not, it can and should be periodically appraised on a scientific basis, its contributing factors determined and its value definitely known.

There is a well defined method of establishing the material value of Good-Will. It is based on *certain* facts and figures—carefully defined—accurately estimated.

In the reorganization or sale of a business, or in computing Inheritance Tax, the necessity of determining, accurately, the material value of Good-Will is especially apparent.

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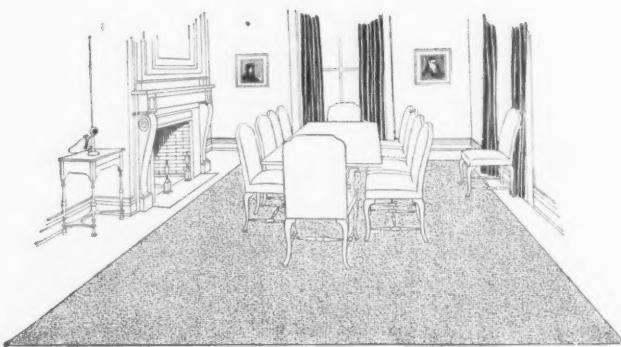
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This style office is obtained by use of such equipment as our line of "Lincoln" Desks ~ "Klearflax" Linen Rugs  
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We welcome visitors or inquiries from anyone who is in any way interested in storage space. We can show you a building that is in close keeping with the progress of Greater Dallas.

## Only a Super-Service Could be Responsible for Such "Rapid" Success!



From nothing but a concrete idea to a concrete structure filled with more than \$100,000 worth of furniture is great progress in the first three years for any business. Such is the business record of our organization. In three years' time we have built up a volume furniture jobbing and brokerage business that is worthy of a ten-year-old organization.

We have gone after the furniture business in the Southwest in a business-like manner. The trade we get we HOLD, because of the service we render—prompt supplying of Quality Furniture at Quantity Prices.

Robertson-White organized three years ago as an exclusive furniture wholesaling concern, specializing in nationally known staple goods. We had the idea of doing a volume business at a small profit per sale and a quick turnover. That this plan has met with popular approval among Southwestern furniture dealers is evidenced by our rapid success and expansion into the warehouse and forwarding business under the name of

### National Warehouse and Forwarding Co., Inc.

Our new building illustrated on page 18 is located at 2300 South Harwood, where we receive, store and distribute merchandise and pool cars of all commodities. This new building is the last word in storage warehouses. It represents the acme of fireproof perfection, and is operated as a bonded warehouse.

Already having more than 60,000 square feet of space in the present building, we find our business has grown to such an extent it is necessary to double the amount of floor space. Specifications have been rendered and building will begin immediately.



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# Autocar in Dallas



In the background is the famous skyline of Dallas, Texas. In the foreground is a fleet of 4-cylinder 2 to 3 ton Autocars owned by Klein Brothers Company, the largest concrete contractors in the state of Texas on sidewalks, curbs, and gutter work.

Mr. J. J. Klein, President, writes: "All the six Autocars we have purchased from you have proven entirely satisfactory. We have found these trucks to be sturdy in construction; they carry no surplus weight and are amply able to carry their rated capacity. We have found that your company is very fair, both in the purchase price of your trucks and in the price of parts and repair work."

Autocar short wheelbase hardiness is invaluable to the motor truck driver who daily must face the exacting demands of congested traffic and difficult deliveries.

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**gas and electric trucks**

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# Statisticians See Splendid Future for Southwest

**L**EADING statisticians of the Nation are speaking in the most enthusiastic terms about Texas and the Southwest. Two of these, Theodore Price, editor of *Commerce and Finance*, New York, and B. C. Forbes, also of New York, recently visited Dallas and Texas. Mr. Price was so impressed with Texas that he suggested the holding of an international exposition to advertise to the world the marvelous opportunities of the State, as well as its present development. Mr. Price has been praising Texas and the Southwest almost every month in his magazine and in syndicated articles appearing throughout the Nation.

Of tremendous value to this territory, also, is the series of articles B. C. Forbes is carrying in the Hearst newspapers and in other publications, following his trip through the Southwest, on which he spoke at Dallas. He is calling attention to the manufacturing opportunities in Texas, stating that while the State produced a thousand million dollars worth of agricultural wealth in 1923, it added to the marketable value of the crops by manufacture only about thirty millions. He is stating that Texas is opening its doors and its arms to honest, decently intended capital.

Roger W. Babson says that the time will come when Texas will have the largest population of any State in the country. He predicts a remarkable development for the States of Texas, Oklahoma, Arkansas and Louisiana, which comprise, wholly or in part, the Dallas wholesale trade territory. Considering their diversified sources of income and their many natural advantages, these States are just beginning to come into their own, and he advises American bankers, manufacturers and merchants who expect to continue in business, to give more attention to the Southwest.

## What Government Says of Texas

**D**ULL indeed would be the perceptions of the man who fails to sense the quickening forces at work at home and abroad, portending the brilliant future of the Southwest. When these level-headed statisticians

are impressed, needless to say manufacturers and investing capitalists who follow their articles and advice most carefully, will be impressed.

The Government census is the best publicity agent for Texas and the Southwest. The Department of Agriculture showed that one dollar out of every nine dollars received for farm products in the United States last year went into the pockets of Texas farmers. The agricultural production of Texas last year, \$1,064,775,000, was but slightly under the State's total for 1919. But the living index number was around 200 in 1919 (basis of 100 in 1913), while it stood at only approximately 160 during 1923. This means the buying power of the 1923 crop is vastly greater than that of 1919.

When Texas does this with but one-fourth of its available tillable land in cultivation, small wonder that the world's most famous statisticians have volunteered as publicity agents for Texas and its neighboring States where somewhat similar conditions prevail.

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## Southwest Strong Potential Implement Market

Indicating the potential market for agricultural implements in the Southwest, the March 8 issue of the *Hardware & Implement Journal*, published at Dallas, shows that according to Government statistics the 1923 crop value of the five leading agricultural States of the North—Iowa, Illinois, Ohio, New York and Minnesota—was practically the same as for the five Southwestern States of Texas, Oklahoma, Arkansas, Louisiana and New Mexico, but that the investment in agricultural implements in the Northern group was three times that of the Southwestern group. The value of implements in the Northern group was \$1,029,600,000 and in the Southwestern group, \$320,000,000, with Texas leading with \$154,300,000 and the other States as follows: Oklahoma, \$80,600,000; Arkansas, \$43,400,000; Louisiana, \$32,700,000; New Mexico, \$9,700,000. Dallas is the Southwest's principal implement market.

## City Expenditures Will Be \$26,000,000 in Two Years

**B**Y the time the present city administration will have completed its two years of service it will have expended more money than any two previous administrations for a like period of time. In this day when mismanagement and graft are being alleged in even the highest Governmental circles, it is comforting to note the statement of Mayor Louis Blaylock that "In my 16 years' connection with the City Government of Dallas I have never even heard the least intimation of graft or crookedness in relation to the expenditure of city funds." The two years' paving program of the city, including the property owners' share, will be \$6,000,000 or more; the amount of bonds voted for waterworks improvement is \$5,000,000; bonds for other improvements in addition to paving run more than \$2,000,000; the city's current revenue for one year is more than \$4,000,000, or \$8,000,000 for the two years; receipts from the Water Department are above \$1,000,000 a year, and assessments for street widening will bring in more than \$3,000,000.

This vast sum, approximating \$26,000,000, expended by the city in a two-year period, is the strongest possible corroboration of statements as to the rapidly growing population of Dallas. "It is my ambition that we get the greatest possible value for the money spent in these improvements," said Mayor Blaylock in a recent interview.

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## Believes Population Here Will Reach Million

That Dallas is destined to have a population of 1,000,000, was the opinion expressed by Judge E. Allen Frost of Chicago, member of the National Commission of the Associated Advertising Clubs of the World, in an address before the Dallas Real Estate Board last month. He suggested the acquisition of wide strips of land circling the city at 5, 10, 20 and 35 miles distant from Dallas, to be used for a system of parks and boulevards for the great city of the future.

# "So This, Then, Is Texas!"

**F**EELING a modest glow of pride in my Texas nativity, I gladly bear to you on this happy occasion her greetings and congratulations, and I desire in a few simple words to extend to you a cordial invitation to hold your next triennial session within our gates.

To fully appreciate the boundless area and magnificent dimensions of Texas, extending from the first blush of day to the golden twilight of the setting sun, it is necessary to combine States and empires for illustrations. Why, you could put New York and Colorado and Utah, our three competitors for your next meeting place, in the Panhandle of Texas, and it would take the cowboys in that western district two weeks to find the borders of one of them. (Laughter and applause). You can put all the New England States, with Illinois and this Head Camp thrown in for good measure, in Texas, and they would rattle around like peas in a pod. (Laughter.) Texas is 212 times larger than Rhode Island. I remind the delegates from there that their State would scarcely make for Texas a watch charm. (Laughter.) We are six times larger than the Empire State of New York. Why then should the Long Horns from Texas be buffaloes by the delegates from New York. (Applause and laughter.) Georgia, Alabama, Virginia, Maryland, Delaware and New Jersey could all be lovingly laid within the ample lap of Texas and each could be coddled and cared for with a mother's fond devotion. (Applause.) Texas is larger than the United States was during the days of the Revolution when she whipped the Conquerors of Napoleon.

**T**EXAS is larger than the Republic of France, or the German Empire, England, Wales, Portugal, Ireland and Scotland—all could be thrown into the borders of Texas and then a billion beeves could feed and fatten in her nooks and corners. (Applause.) Do you know, my friends, that the waves of Lake Michigan are nearer the northern borders of Texas than are the billows of the Mexican gulf?

If you could turn Texas around on the map so that the northern border would act as a hinge, the Mexican citizenship of southwest Texas could trade their hot tamales to the fur dealers of Canada. (Laughter and applause.) Did you know that if you could turn Texas upon her western border as a hinge, that the fruit growers of Eastern Texas could load their products on the American fleet now floating two hundred miles out in the Pacific ocean? Do you know that it is a mathematical truth that every man, woman and child on this globe could all come to Texas and each could have a town lot? (Applause.)

Why, my friends, if the theories of some of our modern theologians are true, that at the judgment day the Almighty is going to open up Heaven on earth, it will have to be done in Texas, because Texas

is the only land in the world that would hold the resurrected and redeemed dead. (Laughter and applause.)

**I**N this empire of the West you will be welcomed by men and women, polished and patriotic, cultured and accomplished, in all the attributes that make a people either great or good. Our men still possess the bold and philanthropic spirit of the Texas pioneers who walked upright and fearless before the world as if in their veins flowed the blood of a thousand kings. Our women who welcome you will not extend the bejeweled hand of New York's aristocratic four hundred, but you will feel in their democratic greeting the warm hand clasp of those who build the homes and make the nation.

(Editor's Note—The following address, with slight omissions, was delivered by Pat M. Neff, now Governor of Texas, in June, 1908, at Peoria, Ill., before the Head Camp Meeting of the Modern Woodmen of America. Governor Neff having been selected as the Texas delegate to deliver the address inviting the body to hold their succeeding convention at Dallas. This address is a classic, from both oratorical and humorous standpoints, rivaling in humor the famous "Speech on Duluth" by Senator J. Proctor Knott. It is published herewith not only for the sake of chuckles, but also because beneath the humor of almost every figure of speech is the solid ground of truth. The reader should bear in mind that the address was delivered 16 years ago. Texas has not "shrunk" any in size, and production figures quoted in the article are dwarfed in some instances by statistics of today.)

The Creator never shaped a fairer land than Texas nor endowed one with greater possibilities. Though known to most of you as a wild and uncivilized country, accept our invitation, and we will show you a State, though the youngest in the Nation, one that is leading all others in agricultural products and in natural resources. Texas leads others as a cattle raising State. There was a time when Texas cattle had more hide and less tallow, more horn and less beef, more hair and less milk than any other cattle in the world, but today our cattle are wearing the blue ribbons in the stock shows of this country. There was a time when a Texas hog could outrun a motorcycle and outrout the steam shovel of a dredge boat. If the razor-backed hogs in Texas, of a few years ago, could have been moulded into one big hog, I verily believe it could have rooted out the Panama Canal at one root and never twisted its tail. (Deafening laughter and applause.) Today, however, the fame of the ham-gravy and streaked bacon of the Texas hog is known wherever the dinner bell is heard or the banquet board is spread. (Applause.) There was a time when a Texas horse with a hump in his back and a lump in the throat of his rider could make the inhabitants of Mars sit up and take notice that something was taking place on earth.

Texas is the only State in the Union today that averages one domesticated horse for every man in it. During the Spanish-American War we had a clear-

ance sale and sold more horses to the Spanish government than any other State and it was reported that more Spanish soldiers were killed trying to ride the bucking bronchos of Texas than were ever killed by American bullets. (Applause and shouts of Hurrah for Texas!) There was a time when a Texas mule was only useful to teach people if they had anything to say of a derogatory character about the mule it was safer to say it to his face than behind his back. Today 17 per cent of the mules of the United States come from Texas. The Texas mule is the commercial king of beasts and his bray, as he pulls the cannons of war and drags the implements of toil, is heard around the world.

**Y**OU come to Texas and we will show you the largest cow and horse ranch in the world. It takes four hundred miles of fence to enclose it, and when a neighboring Romeo desires to call upon the Juliet of that Cow Ranch, he enters the front gate and rides ten miles before he can sing his amorous ode beneath the window of the cow ranch home. (Cheers) And when the ice man comes he drives through the back-yard gate and then journeys thirty miles before he reaches the kitchen cooler. (Laughter.) Come to Texas and we will take you to San Angelo, the largest local wool market in the world, and show you a sheep ranch larger than the State of Rhode Island; we will take you to Junction, and show you the largest natural local pecan market in the world; we will take you to Jacksonville and show you the largest local tomato market in the world; we will take you to Uvalde and show you the largest local honey market in the world; we will take you to Laredo where, during one season, and they have four a year in Texas, fifteen hundred carloads of onions were shipped to the Northern markets. Last year Texas raised enough onions to flavor the salads and perfume the breath of the human race. When these Bermuda Beauties of the Rio Grande made their debut in the horticultural society of this country, the mild-eyed Irish potato shed tears, the beet crop hid its blushing face, and the cabbage fields bowed their heads in envy of this sweet-scented, golden slippers Cinderella of the Southwest. (Applause.) Everything in Texas is rich and productive. Our horses wear checks on their heads, our chickens have bills, our chimneys have drafts and, without considering our politicians, every man who has energy enough to push a lawn mower gets a rake-off. (Applause.) Last year we shipped a car load of hens to Chicago and they laid enough eggs on the road to pay the freight. (Laughter.) We have lumber enough to house the homeless and farm products enough to feed the hungry of the human race.

**T**EXAS has more miles of railroad than any State in the Union and while riding over the fourteen thousand miles within her borders you will pass through corn fields equal in area to Illi-

nois, wheat fields larger than the Dakotas, rice plantations like unto Louisiana, cane patches bigger than New Hampshire, truck gardens equal in area to Delaware and cotton fields in which all the New England States could be lost. You will experience in your rounds all kinds of weather from zero to Hades and read the book of nature from Genesis to Revelation. You will ride by the largest saw-mill in the world, pass the largest gin in the world, see the largest compress in the world, see the largest distributing house for farm implements in the world, see the largest exporting cotton port in the world, and have the thrilling experience of visiting, unattended if you desire, the only rattle snake ranch on earth or in heaven.

We ask you people in this northern territory to come down and behold Texas, the native home of the richest and most productive plant known to civilization. The children of men are waiting today in attendance on its growth. The shower that today may fall whispering on its leaves is heard, like freedom's voice, around the world. The sun that shines on it is tempered by the prayers of all people, the wintry winds that chill it is noted by those nimble-fingered manipulators of finance that sit in New York in the marble chambers of commerce and count the money of the world; and the trespass of a little boll weevil upon its silken stalk means more to England than if American battle ships should sink her navy. (Cheers). In the production of the cotton plant, Texas leads the world, and can, if necessary, produce enough to clothe every human being on earth, and some theologians believe we will wear the cotton goods of Texas in the land beyond the grave (Applause)—because it is said in the Good Book that in that bright and blissful abode we shall be dressed in garments of white, and there is nothing else on earth in sufficient quantity to robe the angels that throng the golden streets except the cotton goods of Texas.

PERMIT me in a parting word, to say that while Texas cannot exhibit, as the New York delegation declares Buffalo can, a Niagara as it churns its surging billows into the rainbow's shifting colors, we can show you, if you come in June, our corn crop as in triumph its silken banner unfurls, and our endless fields of golden grain ripening for the granaries of the world. We cannot show you, like Colorado has offered, a Pike's Peak, but we can take you over our cattle ranches in the wild and woolly west, where to meet and greet you the big-hearted cowboys will gladly take a rest. We cannot bathe you in a Salt Lake as the spokesman from Utah would do, but on the lightning express we can fly to the shores of the Mexican gulf, where there is more health and wealth and happiness in the breezes that blow and the tides that ebb and flow than anywhere else on earth, I care not where you may go.

Then come down, my friends, to fair Texas, down by the deep sounding sea, the home of fraternity, the abode of the free. When you come you will find standing on the borders of our commonwealth, to bid you a loyal and a royal, a limit-

## A State Within a State

**I**N crop production the territory within a 100-mile radius of Dallas, commonly known as the "Magic Circle," ranks well with that of al-

less and a highland welcome, the goddess of our hospitality, our grandeur and our glory. She is blue-eyed, red-lipped and rosy-cheeked, and her silken tresses, that half conceal her shellshaped ears and swan-styled neck, fall in graceful ringlets o'er her form, a "more perfect one ne'er by Grecian chisel traced," and as she extends to you her deft and dimpled hand of welcome she will stand on her tip-toes and cast her capturing and enrapturing eyes from the murky waters of Red River to the stately banks of the Rio Grande, and from her pleasing pastures in the far northwest to where the silken sails of commerce whiten her southern shores.

### Texas Railroads Make More Money

Reflecting increased prosperity over the State, Texas railroads reached high records in gross earnings in 1923 and also showed a substantial increase in net operating revenue over 1922, according to the State Railroad Commission. Last year the operating revenue aggregated \$208,175,428 and operating expense \$164,538,999, leaving net operating revenue of \$43,636,429, an increase of 22.35% over 1922.

### Texas Has More Cars Than England and France

Texas had on January 1 of this year around 700,000 motor vehicles, as compared with 200,000 passenger motor vehicles in France and 353,000 in England. It is estimated there are 14,500,000 motor vehicles in the world, of which more than 13,000,000 are in the United States. Texas has one motor vehicle to every 8 persons.

most any entire State in the Union, according to Texas Business, published by the Dallas News.

Only four States (disregarding Texas, of which it is a part), would have ranked ahead of it in total value of agricultural production in 1923.

It had greater agricultural production per square mile than any State in the Union. Its crop values equaled the combined crop values of the States of Maine, Vermont, New Hampshire, Rhode Island, Connecticut, Delaware, Nevada, Wyoming, New Mexico, Arizona and Utah.

No State having as small an area would have produced more than 16% of its crop values.

This pseudo-State, the "District of Dallas," would be outranked by only ten States in density of population, by only eight States in value of mineral products, by only sixteen States in livestock valuation.

The "District of Dallas" has a population of nearly 2,000,000; crop production of \$330,544,000; livestock values of \$58,605,000; farm property values totaling \$1,304,028,000; cotton production last year of 1,220,577 bales; motor vehicle registration of 210,093; nearly 200 incorporated cities and towns; total property valuation of \$3,652,000,000, on a low basis of assessment.

These figures refute the belief prevalent in many quarters that the record Texas makes along production lines is due altogether to its vast size. While Texas is large, it has but one-fourth of its available tillable land in cultivation. The figures show that the black-land belt surrounding Dallas is one of the most wealthy and best developed sections of the Nation. The figures also indicate why the retail business of Dallas reaches \$250,000,000 a year, and this territory also contributed to Dallas' wholesale business of \$700,000,000.



—Cut courtesy The Dallas News.

Capitol of the State of Texas, Austin, built entirely of Texas materials, save copper wire alone.

## Playing Safe in Texas Agriculture

THE Farm and Ranch, the Semi-Weekly Farm News and the Progressive Farmer of Dallas, this city being the center for leading farm publications in the Southwest, are calling attention editorially and in news columns to the fact that because Texas failed to produce her own needs in 1923, millions of dollars of cotton money are being sent out of the State every month for oats, corn and other feeds. The well balanced diversified farm program wins in the long run, it is pointed out. The one-crop gamble has the elements of danger that any other gamble bears. Rather than increasing cotton acreage to a marked exclusion of other crops, the raising of more and better cotton to the acre is suggested. Last year G. M. Adams, of Smith County, near Tyler, raised eight bales of cotton to five acres, and a Titus County farmer made an almost equally high record under the handicap of a staple of not less than an inch. Chambers of Commerce throughout the cotton district are planning prizes for better and more

cotton to the acre, economically produced.

Then here is Vic Hill, of McLennan County, near Waco, who in the national "Ton Litter" contest last year beat the nearest contender by more than 800 pounds. His litter of hogs at the end of 180 days weighed 3,898½ pounds and established an American record. One would hardly have thought that a Texas hog raiser would defeat such experienced hog men as live in Indiana, Missouri or Illinois, but he did. It was a case of combining the natural advantages of Texas' mild climate with skillful feeding methods, and the results proved that hogs can be produced more economically, perhaps, in Texas than anywhere else.

Those in touch with the markets predict that the demand for all classes of live stock will continue to improve. One extreme usually follows another, and feeders of live stock have not prospered the past two years. If Texas could produce no cotton whatever it would perhaps have been de-

veloped into the world's most famous meat producing belt. The feeding of live stock returns fertility to the soil. Diversified farming and proper rotation of crops build up soil. While Texas produced 42% of the Nation's cotton the past year and got a good price for it, it is generally felt that Texas farmers are too level-headed to neglect food and feed crops and live stock. These, combined with cotton, which will always be the leading "money crop" of Texas, insure steady, all-the-year income with a minimum of risk.

### Many Dallasites to Go to Brownwood Meet

PLANS are being worked out by the Dallas Chamber of Commerce for a large delegation to attend the annual meeting of the West Texas Chamber of Commerce at Brownwood, May 13-15. Last year, Dallas sent a special train and band to the convention at San Angelo, it being one of the largest delegations at the convention, with fully 175 in attendance. It is estimated that 15,000 people attended the San Angelo convention and Brownwood is anticipating 20,000 visitors at this, the sixth annual gathering of the body. Brownwood voted bonds and is having constructed a large auditorium, which is expected to be ready in time for the convention. Announcement of the program and further plans for the Dallas delegation will be made later. Railroads will make a round-trip rate of one and one-half the one-way fare. Brownwood is sure to prove a royal host. Furthermore, Dallas people enjoyed very much the trip to the West Texas Chamber meeting last year, making many new friends whom they will want to see again, and so it is likely that Dallas will be most strongly represented at Brownwood.

### Slave to a Heartless Master



—Farm & Ranch, Dallas.

### S. M. U. Assured of Big Endowment Fund

On the anniversary last month of Dr. C. C. Selecman's first year as president of Southern Methodist University, a local campaign for \$50,000 to complete an endowment fund for Southern Methodist University came to a successful conclusion with a gift of \$3,489 from some one whose name is withheld. This means that \$333,000 will be received by the local school from the general educational fund in New York, and will bring the endowment of S. M. U. to \$2,000,000, and the school also has a property valuation of \$3,000,000.

**Goodwill Tourists to  
Visit  
West Texas Next Month**



C. L. NORSWORTHY, Chairman of Tour

NEARLY 200 Dallas business men will have the opportunity of renewing acquaintances and making new friends in the 23rd annual goodwill tour which will leave under the auspices of the Chamber of Commerce on the night of April 30th, bound for West Texas. The special train will travel 2,026 miles, or 600 miles further than any previous goodwill tour, and will make stops at 72 towns with a combined population of 253,998.

With C. L. Norsworthy again chairman of the tour, it is assured that everything will work smoothly and the trip be a great success. Never has so great interest been manifested in a similar tour, as evidenced by the fact that more than a month before the starting date every reservation on the train had been taken. As usual, a band will be taken and this year a motion picture showing industrial Dallas will be exhibited. Fred McJunkin and all the official funmakers will be along. The tour goes this year through that section of West Texas upon which the eyes of the entire cotton world are centered, the tour including territory where vast ranches are being cut up into cotton farms and where the boll weevil is an utter stranger.

**Itinerary of Trip**

The itinerary is as follows:

Wednesday, April 30—Leave Dallas 10:45 p. m., running overnight to Seymour.

Thursday, May 1—Seymour, Goree, Munday, Weimer, Haskell, Stamford, Anson, Hawley, Abilene, Merkel, Trent and Sweetwater (overnight).

Friday, May 2—Roscoe, Lorraine, Colorado, Westbrook, Coahoma, Big Spring, Stanton, Midland, Odessa, Monahans, Pyote, Barstow and Pecos (overnight).

Saturday, May 3—Toyah, Van Horn, Sierra Blanca, Fort Hancock, Fabens, Clint, Ysleta and El Paso (overnight).

Sunday, May 4—El Paso until 6 p. m.

Monday, May 5—Hermleigh, Snyder, Post, Southland, Slaton, Tahoka, O'Donnell, Leavenworth and Lubbock (overnight).

Tuesday, May 6—Crosbyton, Rawls, Lorenzo, Idalou, Abernathy, Hale Center, Plainview, Lockney, Floydada, Kress, Tulla, Happy and Amarillo (overnight).

## The Tallest Cross in Texas



Only in Dallas, among Texas cities, could a cross of the magnitude of the one shown herewith, have been arranged, for the reason that the 29-story Magnolia Building is the tallest in the State. This cross was displayed on the night of Feb. 6 out of respect for the late President Wilson, who was buried on that day. The effect was produced by light shining through 87 windows with the blinds raised, all other blinds being lowered. It extended from the 4th to 24th floors, or 262 feet, and was 100 feet wide. People as far distant as 20 miles saw the cross. It was on the east side of the Magnolia Building.

Wednesday, May 7—Clarendon, Memphis, Childress, Kirkland, Quanah, Chillicothe, Talbot, Vernon, Harrold, Electra, Iowa Park and Wichita Falls (overnight).

Thursday, May 8—Arrive in Dallas in the morning and celebrate return with parade and band.

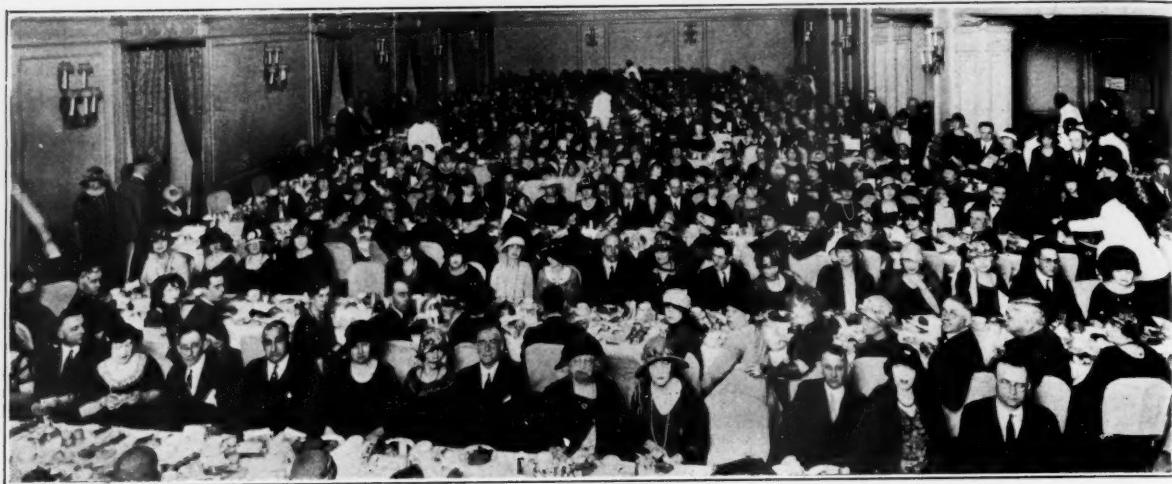
### Santa Fe Official Praises Dallas

"The Santa Fe has shown its faith in Dallas by the \$5,000,000 Santa Fe terminal and warehouse building under construction here," said George W. Lupton of Chicago, assistant to the vice president in charge of operations of the line, at a meeting of 400 officials and representatives of the Santa Fe held here last month. "This terminal and warehouse will be the finest and most complete on the entire Santa Fe system and will be exceeded by that of no railroad, save the Bush Terminal in New York, which is not strictly railroad property."

"It has been some years since I was in Dallas last, and I am astonished at the progress you have made. You have here a little Chicago—a metropolis that in its outward appearance and its general atmosphere possesses all the characteristics of one of the real centers of the Nation. Another decade will see it in the front rank of the cities of the country—commercially, industrially and economically."

### Sam Fowlkes Honored

Sam Fowlkes, manager of the Retail Merchants' and Convention departments of the Dallas Chamber of Commerce, has been appointed governor of the eighth district of the National Retail Secretaries' Association. The eighth district includes Texas, Oklahoma, Arkansas and Louisiana.



—News Staff Flashlight Photo.

View of Portion of Crowd at Joint Banquet of Dallas Manufacturers' Association and City Federation of Women's Clubs

## What Dallas Makes-Makes Dallas

**M**ORE than 700 persons attended the banquet of Dallas-made products held on the evening of March 7th in the Junior Ballroom of the Adolphus and a number equally as large were unable to secure tickets, because it was impossible to provide space. The dinner was held under the auspices of the City Federation of Women's Clubs and the Manufacturers' Association of the Dallas Chamber of Commerce.

The principal address was made by Dr. William M. Anderson, Jr., who said, in part:

### Why Buy Dallas-Made Goods?

"The first reason for supporting our manufacturers by buying the products you have had placed before you tonight is that they are Dallas-made. There is a spirit in this city of ours that ought to enter into the very orders that go to the grocer. Dallas-made ought to mean Dallas-bought. Let the spirit of the great Dallas that is enter into your very thinking.

"The second reason you should buy these Dallas-made products is that these manufacturers who have come here to build their plants and make their products deserve the support of the people who live and buy in Dallas. They have put their faith in Dallas. Let us do no less than justify that trust.

"The third reason is a selfish one. It is that we may keep Dallas money at home. We have all the facilities we need to carry on our business. When we buy here we are turning our money through the channels of our own commerce and trade and getting the stimulus of its circulation before it leaves us to travel to some other parts. This is not to argue against

trade elsewhere, but simply to argue buy these things at home first.

"The fourth reason is that to buy Dallas-made products is building the ambitions of all Dallas people to make our city constantly better. As we serve we grow and as we grow we can serve more. Building together is the plan of growth. So we want you to help build."

The response was made by Mrs. W. P. Zumwalt, former president of the City Federation of Women's Clubs, who complimented Dallas factories highly and pledged the continued interest of the club women in their products. Mrs. Mamie Folsom Wynne, president of the City Federation, and R. C. Dunlap, vice-president of the Manufacturers' Association, presided.

### List of Clubs Co-operating

Following is a list of the women's clubs officially purchasing tickets for the banquet, together with the president or representative of each:

Mrs. G. A. Harding, Anna Pinkerton Baker Choral Club.

Mrs. S. C. Kile, Auxiliary American Legion.

Mrs. C. F. Shipp, Bay View Century Club.

Miss Mary McIlheran, Camp Fire Girls.

Mrs. Jules Cahn, Colonial Hill Mothers and Aux. Vet. Foreign Wars.

Mrs. M. Liebman, Dallas Free Kindergarten.

Mrs. M. L. Hunter, Dallas Pen Women.

Mrs. Henry Exall, Dallas Shakespeare Club.

Mrs. W. S. Bramlett, Dallas Woman's Forum.

Mrs. J. C. Muse, U. D. C. Literary Society and Pierian Club.

Mrs. Robert Wood, Fannin School Mothers' Club.

Miss Elizabeth Law, Felicity Club.

Miss C. O. Jackson, Friday Afternoon Club.

Mrs. J. T. Persons, Girls' Scout Council.

Mrs. C. H. Huvelle, Girls' Protective League.

Miss Mae Smith, Graduate Nurses' Assn.

Mrs. M. W. Carroll, Highland Park Brown-ing Club.

Mrs. Thos. L. Rhodes, History Club.

Mrs. Emma Wiley Ballard, Hope Cottage Association.

Mrs. W. C. Hallonquist, Housewives Chamber of Commerce.

Mrs. R. L. Dudney, Housewives' League.

Mrs. Oliver Hinsell, Little Theatre representative.

Mrs. W. P. Zumwalt, Minute Girls.

Mrs. L. H. Hodge, Maple Lawn P. T. A.

Mrs. A. M. Gantt, Pearl Chappell Lit. Soc.

Miss Orenna Addison, Business and Professional Women's Club.

Mrs. O. L. McKnight, Wednesday Morning Choral Club.

Mrs. Robert Wilmans, Quaero Club.

Mrs. Margaret Wright Edwards, Readers' Club.

Mrs. Henry Collins, Rural Life Club.

Mrs. R. L. Lobdell, Sanger Current Events Club.

Mrs. L. E. Dalton, San Jacinto Mothers' Club.

Mrs. J. H. Cavender, Jr., Shubert Choral Club.

Miss Ruth Prescott, Shubert Juniors.

Miss Thos. Abraham, Steven J. Hay Parent Teachers' Association.

Mrs. J. E. Shackelford, Stratford Club.

Mrs. Neal Davidson, Sunshine Club.

Mrs. E. L. Bradbury, Wednesday Study Club.

Miss Florence Porter, Woman's Ad-League.

Mrs. L. H. Fleck, University Women's Club.

Mrs. Clark Burr, Texas Bird and Nature Study Club.

Miss Marie Croft, Trio Club.

### Chamber Member's Name Omitted

Through a most regrettable error, the name of the Texas Land & Mortgage Co., A. G. Wood, general manager, with offices at 1406-9 Magnolia Building, was omitted from the "Farm Loan" classification carried in the list of all members of the Chamber of Commerce, in the February issue of "Dallas." This company, for many years, has been one of the strong budget subscribers of the Chamber.

## 610 Factories Now in Greater Dallas

THERE are 610 factories in Greater Dallas, according to the Federal industrial census just completed here. Glen D. Davis, who has been elected manager of the Dallas Manufacturers' Association of the Chamber of Commerce, following the resignation of M. J. Norrell, and who will also handle the secretaryship of the Foreign Trade Committee of the Chamber, co-operated in the taking of the census, as a special agent.

Only something more than 80 per cent of the 610 firms were required to file returns with the Census Bureau, the remaining firms being in operation less than three months during 1923, or being established this year, or having production of less than \$5,000 a year.

The 1919 Federal census of Manufacturers showed 492 factories in Dallas County, with 457 of these within the Dallas city limits. The new census will show about 625 factories in Dallas County as a whole, most of the factories entitled to recognition by the Government being in Greater Dallas, which is roughly a radius of six miles from the City Hall.

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Officers of the Terminal Building Corporation, the concern that is erecting the \$5,000,000 Santa Fe Terminal Building at Dallas, have been re-elected as follows: Harry A. Olmsted, president; F. G. Pettibone, Galveston, vice president; G. N. Yard, Galveston, treasurer, and E. C. Elliott, secretary. All the officers, save Mr. Olmsted of Dallas, are officials of the Gulf, Colorado & Santa Fe Railroad.

## Ford to Place \$1,000,000 Plant in Dallas

THE most significant development in Dallas industrial circles since the announcement last year of the new Santa Fe Building and the Dallas Textile Mills is the new \$1,000,000 assembling plant of the Ford Motor Company to be erected on 20 acres at Henderson and East Grand, in East Dallas, recently purchased by it. The closing date for the receipt of bids at Detroit was April 8 and the contract is expected to be let some time this month. Several Dallas contractors submitted bids. Albert Kahn of Detroit is the architect. The main building will be 301x-840 feet, and there will also be an oil house and a power house. The property is served by the T. & P. Railroad.

The present local plant of the Ford Motor Company employs some 300 people, while the new plant will employ in time around 1,200, it is understood. The potential value to a city of a manufacturing plant employing 1,200 people is generally estimated to be \$12,000,000. All details concerning the new plant are not yet available, but it will be one of the outstanding developments in the entire South for the past few years. Dallas was selected for the enlarged plant only after a careful consideration of many Southwestern cities, extending over a period of many months.

## 50,000-Square-Foot Lease in Santa Fe Building

One of the most important leases closed recently for space in the new Santa Fe Terminal Building is that whereby the Oliver Chilled Plow Company of South Bend, Ind., has taken for a 20-year period floor space aggregating 50,000 square feet in the third unit. The Oliver Company will have space on each of the eight floors of the unit, with offices and sales-rooms on the ground floor and stock and warerooms on the upper floors, the whole served by individual elevators.

The entire Southwest and Pacific Coast territories will be handled from the Dallas branch, according to Marshall Collins, Southwestern district manager. The lease was concluded following a visit to Dallas by J. B. Oliver of South Bend, president of the company, and was handled by T. P. Roberts, leasing manager for the Terminal Building Corporation.

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## Auto Club to Install Tourist Camp

It has been announced by the Dallas Automobile Club, with offices at the Chamber of Commerce, that plans are being worked out to give Dallas a large, conveniently equipped automobile tourist camp, equipped with running water, electric lights, gas connections, shelters and baths. A nominal fee will be charged. E. C. Blesi is president of the club, W. Hatcher Thomas, manager, and Dr. Landon C. Moore is chairman of the tourist camp committee.



—Cut courtesy "Highland Park," published by Flippin-Prather Realty Co.  
Snow Scene in Highland Park West, 600-acre Residential Addition Being Opened in Dallas



**NEW CHAMBER OF COMMERCE HOME**  
"Powerhouse of the Famous Dallas Spirit"

## Dallas

*Official Organ of the Chamber of Commerce, published monthly in the interests of Dallas*

Z. E. BLACK, EDITOR  
M. L. BOHAN, ADV. MGR.

Vol. 3 April, 1924 No. 4

### DALLAS CHAMBER OF COMMERCE OFFICERS

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Member Chamber of Commerce of the United States

## Of Interest to Chamber Members

### City Planner Brings Message—

A large and enthusiastic audience heard J. C. Nichols, of Kansas City, lay exponent of city planning and beautification, discuss plans for the future of Dallas, at a supper held at the Adolphus under the auspices of the Dallas Property Owners' Association. The Chamber was keenly interested in the meeting and assisted in securing the large attendance. The address was of particular importance to Dallas, since Kansas City began receiving the services of the late Geo. E. Kessler, premier city planner, several years before he was retained by the Dallas City Commission.

Mr. Nichols mentioned that many of the recommendations for Dallas made by Mr. Kessler have been carried out, as follows: Widening of South Lamar Street, and part of Masten Street, partial completion of the belt line around the city, permitting the removal of the T. & P. tracks from Pacific Avenue, the Union Terminal Station, park along course of Mill Creek, Turtle Creek improvement project, widening of Young Street, opening of St. Paul Street, removal of grade crossings from Maple Avenue, Fairmount St., Cedar Springs Road, Bowser Street, Lemmon Avenue and Blackburn Street, together with the acquisition of numerous parks and playgrounds.

Among the recommendations in the Kessler plan that have not been carried out are the building of the Trinity River levees and the reclamation of overflow land at Dallas for industrial purposes, removal of the H. & T. C. tracks from Central Avenue and the building of a splendid boulevard in place of the tracks. He strongly urged the carrying out of these recommendations. Mr. Nichols criticised the downtown street arrangement and recommended the extension of Field Street, which would mean access through a long block. In ten years these long downtown blocks will mean a serious contribution to street congestion. He favored the elimination of overhanging street signs and the placing of wires of public utility companies underground in the downtown district. He also issued a warning against construction unrestricted as to height, stating this will seriously complicate traffic problems. He said he believed Dallas has more parks and park property in proportion to size than any American city. He also said he had seldom seen in any city a finer character of small cottages than Dallas has.

"Men and women of Dallas do not make little plans for your city," the speaker urged. "They will die before the ink with which they are written dries. Make big plans, plans that stir the souls of men and that will be an inspiration for other cities. Dallas has some faults in its make-up and for these I don't blame the gen-

eration that lived when the city had a population of 25,000 or 50,000, for they didn't know Dallas would be a great city. But you are to blame if you make mistakes today, for you know beyond any doubt that you are going to have a great city."

### "Vision Committee" Recommends—

Two phases of the Kessler plan that will be included in the report of the 25-Year Program Committee of the Chamber, when this is finally made to the Directors, will be continuation of street widening projects and the Trinity River bottom land at Dallas reclamation. It was announced by Frank McNeny, chairman, that other elements of the Kessler plan will be studied and perhaps favorably considered. The committee has devoted several meetings to the study of the Kessler recommendations. The committee was named to anticipate the development of Dallas for a quarter of a century in advance and make recommendations accordingly.

### Endorse Railroad Merger—

The directors of the Dallas Chamber of Commerce have endorsed the purchase of the International-Great Northern Railroad by the Gulf Coast lines, which is now awaiting approval by the Interstate Commerce Commission. J. S. Pyeatt, president of the Gulf Coast lines, appeared before the directors, outlining plans in connection with the proposed merger. He said the purchase would make possible a \$10,000,000 improvement program for the I.-G. N. road.

### New Industries Committee—

C. E. Calder has been appointed chairman of the "New Industries Committee," authorized by the directors of the Chamber of Commerce. The committee will work with the Industrial Director of the Chamber, C. V. Wallis, in securing new industries for Dallas. The personnel of the committee will be announced later.

## Grand Opera Committee Deserves Thanks

The Grand Opera Committee of the Chamber of Commerce, Herbert Marcus, chairman, is to be highly commended for its efforts in furnishing Dallas and the Dallas trade territory with excellent grand opera attractions this year. More than 11,000 people attended the three performances at the Coliseum Feb. 29-March 1, and but a slight deficit had to be made up by the underwriters, far less than in many other cities where the company appeared. The Chicago Civic Opera Company presented "Mefistofele" with Chaliapin, "The Jewess" with Rosa Raisa and "Salome" with Mary Garden, and each was well received.

## Dallas Contractors Form Branch of National Body

A LOCAL chapter of the Associated General Contractors of America has been formed, which will link this city's building operations with the Nation-wide movement originated by Herbert Hoover during the World War, and which then resulted in the organization of the national association.

Officers of the Dallas chapter are Louis W. Hickey, president; Owen Hughes, first vice-president, and W. H. Maclay, second vice-president; H. H. Crane, secretary; Arch Munn, treasurer, and W. C. Henger, chairman of the executive board. The charter members were announced as follows: Hughes-O'Rourke Construction Co., W. H. King, Munn Construction Co., Watson & Co., Hickey & Montgomery, L. H. Lacy & Co., A. J. Rife Construction Co., Henger & Chambers, Bellows-Maclay Construction Co., Christy-Dolph Construction Co., R. Russell Stapler, J. O. Everett, Smith Bros., McCright Construction Co., Stearman & Sons, Rupert O. Slaughter, Southern Construction Co. and Robert C. Newcomb.

Announced objects of the organization are standardization and elimination of economic wastes, the raising of the commercial ethics of the construction industry, and research for new methods which will increase efficiency, save time, improve the quality of workmanship, reduce the lack of general co-ordination in building, and, in general, reduce construction costs.

Regional directors of the national association in Texas are George Watson, of Dallas, and A. J. MacKenzie, of San Antonio. There are chapters of the organization in Houston and San Antonio, and in the principal cities of other States. One of the first matters to come before the Dallas chapter after its organization last month was the question of preventing obstruction of streets and sidewalks in building operations, and, in a letter to Mayor Blaylock, co-operation was pledged in the city's endeavor to regulate this practice in the future.

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## Kansas City Goodwillers Coming in April

Dallas is on the itinerary of the goodwill tour of the Kansas City Chamber of Commerce, according to a letter received by the Dallas Chamber from that organization. Our neighbors to the north are expected to be in Dallas on April 22 on the return leg of a tour that will include Kansas, Arkansas, Louisiana, Texas and Oklahoma. More than 100 men are to be on the special train, and their trip will cover nine days. The directors of the Dallas Chamber authorized a letter of welcome to our friends from Kansas City, assuring them of a hospitable reception.

## Is Your Filing System Satisfactory?

-3-

WE have in our organization a filing system expert, a man whose years of training in this field qualify him to accurately survey an office and point out the requirements of customers exactly.

His services are offered to business men who have filing problems to solve. His expert knowledge is offered you without any obligation on your part to buy from us. Perhaps he can help you.

-4-

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# Many New Business Concerns

MARCH was an active month in the matter of new concerns locating in Dallas, more than 60 being recorded by the Industrial Department of the Chamber.

**Max Abrams Tailoring & Furrier Company**, 106 North St. Paul St.; ladies' tailor and furrier. Max Abrams, proprietor.

**Acme Upholstering Company**, 1106 Corinth St.; upholstering.

**Acme Window Cleaning Company**, 303 Gaston Building; window cleaning and janitor service.

**E. W. Ames**, 1213 Sw. Life Bldg.; geologist.

**Mike Ashmore Confectionery**; 2500 Elm St.

**Automobile Steam Cleaning Machine Company**, 1810 Orange St.; manufacturers of automobile steam cleaning machines.

**B. & A. Drilling Company**, 2106 Magnolia Bldg.; oil well drilling contractors.

**Balcones Lease & Royalty Company**; incorporated under Texas laws March 24, \$10,000 capital stock, by Abe Goodman (living at Jefferson Hotel) and others.

**Benno-Thomas Company**, 1617½ Main St.; incorporated with \$20,000 capital stock by B. Benno, John Thomas Jr. and Paul Benno; successors to Benno Button & Pleating Company and expanding business to manufacture high grade line of shirts, dresses, aprons, etc.

**Henry Bower Chemical Company**, Philadelphia, Pa., granted permit to do business in Texas; Oriental Oil Company, Wilson Bldg., Texas agents, carrying stock of anhydrous ammonia for ice plant use in Dallas, Fort Worth and San Antonio.

**Carter Bros.**, 506½ North Edgefield; real estate.

**Central Tire Company**, 1810 Commerce St., retail tires and tubes; incorporated by W. W. Spruce and others, \$3,000 capital stock.

**Chastain & Bradley**, 1615 Hughes Circle; garage.

**Commerce Loan Company**, 1616½ Main St.; incorporated with \$20,000 capital stock, by S. Caprito, J. F. Blanchard and T. B. Ridgell.

**Dallas Concrete Construction Company**, 3809 Cole Ave., Thomas A. Farmer, general manager; general concrete construction.

**Dallas Detective Agency**; 601 Deere Bldg.

**Dallas Want Bureau**, 411 Insurance Bldg.; real estate rentals.

**Dallas Writing Machine Service**, 2029½ Main St.; typewriters and supplies.

**Warren Daniel Oil Co., Inc.**, 424 Wilson Bldg.; incorporated with \$50,000 capital stock by W. T. Daniel and others.

**G. C. Daniels**, 1317 Plowman St., Oak Cliff; planing mill.

**Charles Denney Company**, 2824 Williams St.; bakers' and confectioners' supplies and equipment; home office, New Orleans. Building under construction, to be occupied as soon as completed.

**Dixie Roofing Company**, 1307 River St., open about April 15; wholesale roofing materials.

**Dunlop Tire & Rubber Company**, 1710 Carter St., R. L. Marshall, manager; distributors for entire Southwest for Dunlop tires, golf balls, etc. Home office, Buffalo, N. Y.

**Tom Garth**, 626 Wilson Bldg.; oil.

**Gasteam Radiator Company of Texas**, 1202 Mercantile Bank Bldg.; Texas distributors for James B. Clow & Sons, Inc., Chicago, manufacturers of gasteam radiators and heating systems.

**Hall Street Furniture Company**, 1622 Hall St.; retail furniture.

**Nenard Mayonnaise Company**, 1711 Griffin St., has leased building and will install equipment for manufacture of mayonnaise, salad dressing, sandwich relish, etc. B. H. Nenard, president; plants also at Nashville and Atlanta.

**Hendrick-Cox Produce Company**, 304 South Pearl St.; wholesale produce.

**Jarecki Manufacturing Company**, 111 Magnolia Bldg.; complete line of supplies for oil and gas industry; home office and plant at Erie, Pa. Other branches at Pittsburgh and St. Louis.

**Jenkins & Brookins**, 1205 Am. Ex. Bank Bldg.; oil.

**J. E. Johnson Construction Company**, 300 Simpson-Whiteman Bldg.; contractors.

**Lee Notion & Novelty Company**, 1608½ Main St.; incorporated by J. C. Lee and others, \$10,000 capital stock; wholesale notions and novelties.

**Lone Star Heating & Ventilating Company**, 904 McKinney Ave.; incorporated by A. S. Foy, Henry Jackson and A. S. Foy, Jr.

**Maple Terrace Apartment Company**, incorporated with \$250,000 capital, by J. H. McDonough, J. Kirby McDonough and others, to build modern apartment hotel at Maple Avenue and Wolf Street.

**Majestic Jewelry Company**, 1904 Elm St.; retail jewelry.

**The Marcel Shop**, 1502½ Elm St.; beauty parlor.

**Maxine Hat Company**, 808½ Commerce St.; wholesale millinery.

**Mayer's Meat Market**; 1118 South Fitzhugh Ave.

**A. E. Miller**, 202 Simpson-Whiteman Bldg.; manufacturers' agent.

**H. E. Milliken**, Mercantile Bank Bldg.; representative of Novel-Tex Inc., converters of novelty wash fabrics, and Dover Textile Co., converters of fancy shirtings, both of New York.

**Milwaukee Tank Workers Inc.**, Milwaukee, Wis., granted permit to do business in Texas, \$100,000 capitalization, E. A. Cavarian, State agent; Texas headquarters at Dallas.

**Motor Messenger Service**; 1714 Bryan St.

**Neverchoke Cotton Cleaner Company**, 2815 Main St., I. L. Gilmore, president; manufacturers of cotton cleaning machinery for cotton gins.

**Ben E. New Company**, 220 Mercantile Bank Bldg.; stocks and bonds.

**Nu-Way Manufacturing Company**, Santa Fe and S. Fitzhugh Aves.; manufacturers of tire patches, etc.

**Oak Cliff Auto Laundry**; 226 W. Davis St.

**One-Two-Three Auto Painting System**, 2106 Main St.; automobile painting.

**Randall & Oliver**, 723 Merc. Bank Bldg.; merchandise brokers.

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 \*HOFFORD, GED. M., C. P. A., X-2969, 1008 Am. Ex. Bk. Bldg.  
 \*HUTCHINSON, JOSEPH E., C. P. A., Y-3731, 601 Praetorian Bldg.  
 \*HUTCHINSON, J. E., JR., C. P. A., Y-3731, 601 Praetorian Bldg.  
 MACMAHON, A. G., X-7245, 1114 Magnolia Bldg.  
 \*MCELROY, JOSEPH, C. P. A. (Mo.), Y-6259, 300-1 Ins. Bldg.  
 \*MCNEILL, THOS. C., C. P. A., X-4095, 901-4 Praetorian Bldg.

MERKLE, A. E., C. P. A. (N. Y.), X-1568, 713 Central Bk. Bid.  
 \*MOSS, ALBERT G., C. P. A., X-4095, 901-4 Praetorian Bldg.  
 \*NELSON, J. R., C. P. A., X-2074, 718 Am. Ex. Bk. Bldg.  
 \*PETER, W. P., C. P. A., X-4095, 901-4 Praetorian Bldg.  
 a PRINCE, W. D., C. P. A., Y-3731, 601 Praetorian Bldg.  
 a ROQUEMORE, O. G., C. P. A., Y-3731, 601 Praetorian Bldg.  
 SCHOOLAR, C. H., Y-2379, Western Ind. Bldg.  
 \*SMITH, LOYD B., C. P. A., Y-3731, 601 Praetorian Bldg.  
 \*WILLIAMS, L. A., C. P. A., X-7571, 713 Kirby Bldg.

(a) Represents associate members of the American Institute.

Those that are thus designated \* are licensed to practice as Certified Public Accountants of Texas, by the State Board of Public Accountancy of Texas, which is one of thirty-nine such State Boards with which the American Institute of Accountants co-operates in giving examinations to applicants to practice as certified public accountants.

The purpose of the Texas Chapter of the American Institute of Accountants is to admit none to membership except those who are qualified to render efficient service.

**The Ratin Laboratory, Inc.**, 105 Gaston Bldg.; Dr. C. W. Coutant and Dr. J. B. Jackson; rodent extermination.

**Robertson & Hughes Furniture Co.**, 2119 Elm St.; retail furniture.

**Rollin Sales Company**, 2223 Commerce St.; G. G. Clark and G. R. Prunty; North Texas distributors for Rollin cars.

**Shearman Concrete Pipe Company**, Myrtle and Logan Streets; building \$25,000 plant to manufacture concrete pipe; R. S. Lander, manager; home office, Knoxville, Tenn. Other plants at Little Rock, Atlanta and Jacksonville.

**Southwest Kriss Kross Sales Co.**; incorporated March 20, \$1,000 capital stock, by R. M. Holden, A. K. Hurst and E. S. Hurst, for retail sale of safety razor blade stoppers.

**State Finance Company**; 412 Republic Bank Bldg.

**Stephens Radio Stores**, 1810 Commerce St.; Texas distributors for Trego Radio Manufacturing Co. of Kansas City.

**Stuart-Wilkinson Company**, 307 Deere Bldg.; real estate.

**Texas Common Brick Manufacturers' Association**; 305 Simpson-Whiteman Bldg.

**Titman-Harding Egg Company**, 1301 Broom St.; wholesale eggs.

**Treadaway Motor Company**, 2421 Main St.; automobiles.

**Trinity Royalties Company of Denver**, granted permit to do business in Texas, \$500,000 capitalization; F. W. DeWolf, Kirby Bldg., State agent.

**Walker-Drake Company**, 2605 Live Oak St.; F. G. Walker and R. L. Drake; Southwestern distributors for Weber-McCrea Company of Los Angeles, manufacturers of book covers and advertising art novelties.

**West End Lumber Company**, West end Commerce Street viaduct; retail lumber.

**Williams and Jones**, 2103 Cedar Springs Road; stove repairs.

**Wright-Patterson & Fears, Inc.**, 5033 Holmes St.; incorporated March 26, \$20,000 capitalization, by William Wright, L. J. Patterson and B. E. Fears; meat packing and canning.

### Marland Oil Company Offices Here

DALLAS' increasing importance as headquarters for many leading oil companies will be enhanced by the establishment here of the main office of the Marland Oil Company of Texas. The Marland interests have been represented here for several months under the name of the Aleorn Oil Company, but under an extensive reorganization program, the Marland Oil Company will have three subsidiary organizations: The Marland Oil Company of Texas, which will operate in this State east of the Balcones fault as well as on the Gulf Coast and in Louisiana, Arkansas and Mississippi; the Marland Oil Company of Colorado, to operate in Colorado, Utah, Wyoming, Montana and New Mexico, and the Marland Oil Company of California, to operate on the Pacific coast. Heretofore the Marland Company of Delaware, the parent company, has operated almost exclusively in Oklahoma and Kansas. In addition to this territory, the parent company will operate in North Texas and the Texas Panhandle.

Northeast Texas will be the scene of extensive oil development by the Marland Oil Company of Texas, it is announced. The company has two floors in the Insurance Building, with Dr. W. A. J. M. Vander Gracht, formerly president of the Roxana Petroleum Company, president. W. A. Moncrief is vice president and general manager. When the reorganization plans have been completed, it is understood the Marland interests will be one of the largest independent oil companies in the Nation.

## EVERYBODY KNOWS

That—

— When the "Commercial" handles their letters they are done right.

— More leading business men use "Commercial" personalized letters than use any other kind produced in Dallas.

— When they try them once they are sure to use them again.



## COMMERCIAL PRINTING & LETTER SERVICE CO., Inc.

W. MARION NEWMAN

HOWARD T. NEWMAN

JOHN R. [BOB] SIMS, JR.

911 Main Street, Dallas

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# Record Building Stride Continues

**R**OM every indication, building in Dallas this year will exceed the high record established last year, permits granted for each month of this year being ahead of the corresponding months in 1923. Permits for March totaled \$2,712,163, bringing the total for the year to \$7,749,072, without including \$300,000 worth of permits granted in Highland Park, an incorporated Dallas suburb. This means that so far this year Dallas is building at the rate of \$30,000,000 a year.

The largest permit granted during the month was \$900,000 to apply on the erection of the second unit of the \$5,000,000 Santa Fe Building, for which permits totaling \$950,000 had already been issued.

According to the monthly bulletin issued by S. W. Straus & Co., Chicago, for the first two months of this year Dallas ranked 14th among all cities of the United States in construction, being exceeded by the following only: New York, Chicago, Los Angeles, Rochester, Detroit, Philadelphia, Boston, Cleveland, San Francisco, Baltimore, St. Louis, Seattle and Long Beach. That Dallas made this record in the face of the largest volume of business in the history of the building industry in the United States for a two months' period, makes it all the more noteworthy.

**T**HE Oriental Hotel has been purchased from the Oriental Hotel Association by T. B. Baker, of San Antonio, president of the Baker Hotel Company, operating the Menger Hotel, San Antonio, and the Texas Hotel, Fort Worth, and completing the Stephen F. Austin Hotel at Austin. The purchase price was \$785,000. Mr. Baker has stated that he expects to build on the site a hotel comparable to the Texas Hotel, which is 15 stories, with 600 rooms and which cost

\$4,000,000. Tenants of the Oriental, which is six stories with 200 rooms, have been notified to vacate at the expiration of their leases, none of which have longer than six months to run. "I bought the Oriental because it stands on the best hotel site in Texas," Mr. Baker said. While definite plans have not been announced, it is understood work may start on the new hostelry before the end of this year. The Oriental will be the second Dallas skyscraper to make room for the city's progress, the wrecking of the five-story Scollard Building, on the site of the 20-story Republic Bank Building, now nearing completion.

**T**HE University Club of Dallas, one of the tenants of the Oriental Hotel, has announced plans for the construction of a permanent home for the club on the top of the ten-story unit of the new \$5,000,000 Santa Fe Building, this unit being bounded north and south by Wood and Jackson Streets. The proposed club house would be two stories, with the second floor to be used as dormitories for members and the lower floor supplying in the center a large auditorium, with other necessary rooms surrounding it. Surrounding the building proper would be a veritable roof garden, with flowers, grass and shrubs. It is announced that the City Commission has indicated its willingness to grant a franchise for the erection of a steel archway or bridge that will span Jackson Street and permit members to use an entrance on Commerce Street. The use of the top of the third unit of the Santa Fe Building for tennis courts is also included in plans of the University Club. Judge Dexter Hamilton, president of the Club, states that the Club holds an option under which it has until January 1, 1925, to begin construction, but all plans depend upon results obtained by a Development Committee, recently named by the Club, with

Walter A. Dealey as chairman, which will seek 300 new members for the Club. To carry out the plan the 300 members now in the Club would be credited with \$50 each on the \$150 membership which the organization will inaugurate if sufficient funds can be arranged to inaugurate the project.

Razing of the buildings on the property of the Calvary Baptist Church, Twelfth Street and Windermere, is to start soon preparatory to the erection of a \$100,000 church edifice on the new church property at Tenth and Brighton Streets. A tabernacle is to be erected on the old church property to be used until the new building is completed.

The first model building front for Pacific Avenue, in line with the plan to modernize all structures along this thoroughfare from which the tracks of the T. & P. Railroad were recently removed, will be that owned by C. B. Gardner and is on the south side of Pacific two doors east of Ervy. The improvement will be financed by the Dallas Architectural Club which in return will have quarters in the building rent free for eighty months.

**D**ALLAS is to secure another large apartment hotel in Maple Terrace, which will be just across the street to the north from the 11-story Stoneleigh Court apartment hotel, at Maple Avenue and Wolfe Street. What is known as the "Dilley Mansion," built 32 years ago at a cost of \$80,000, is to be demolished to make way for the structure. The site has been sold by John H. McDonough to the Maple Terrace Apartment Company, the incorporators of which are Mr. McDonough, W. D. Jones, John Kirby McDonough, and J. B. Rucker. The building will occupy a tract of land 800x375 feet and is to be eight stories and cost in the neighborhood of \$1,000,000. Alfred C. Bossom, of New York, is drawing plans for the structure. It is to contain 70 apartments.



Sketch of Enlarged Home of Robertson & White

## Robertson & White Will Enlarge Building

THE record of Robertson & White, wholesale furniture dealers, is outstanding even in this city and section which have been the field for so many examples of rapid commercial success. From a partnership formed in 1921, with sound ideas and energy exceeding capital as their assets, the firm now has more than \$100,000 worth of furniture in the fire-proof building they own at 2300 South Harwood Street, and has announced that within a few weeks work will start on improvements that will double their present floor space. The addition to the building will cost around \$36,000 complete and will be of concrete and brick. The addition will be made at the rear of the present structure, making the building over all, 420x120 feet. It is expected that the addition will be completed by June 15.

In addition to having built up in three years a furniture jobbing and brokerage business that is worthy of a ten-year-old organization, and which is all the more remarkable when it is recalled the concern suffered a severe loss by fire some two years ago when located in a warehouse near the Union Station, the firm also operates in the warehouse and forwarding business under the name of the National Warehouse and Forwarding Company. They have 36 important "old line" accounts and an average of 100 cars a month are unloaded by them of these various lines of merchandise, such as talking machines, drugs, beverages, food products, etc. Their building is located on the Santa Fe Railroad and the concern has 900 feet of its own track.

Officers of the firm which is contributing materially to the prestige of Dallas as a wholesale furniture market, as well as to the city's reputation for storage, warehouse and forwarding facilities, are: Herbert R. White, president; Frank L. Robertson, vice-president; Charles P. Vaughan, secretary, and O. O. Erwin, treasurer. Mr. White reports that their business so far this year is double that of the corresponding period last year.

The development of 256 acres about one mile north of Lover's Lane, on the west side of Preston Road, will be started soon by Williams, Smith & Ellis, it has been announced. The property will be subdivided and sold for country home estates, with water supply from artesian wells to be operated by a joint stock company in which one share of stock will be issued for each acre bought.

Work has been started on a new three-story building at the southwest corner of Griffin and Broom Streets to be occupied by Morriss & Morriss, wholesale grocers. The L. H. Lacy Company has the contract for the erection of the structure, with C. H. Griesenbeck as the architect. It is to be ready for occupancy by July 1.

## Perfection

No matter what your requirements might be, you will find a kind and grade of Carbon Paper and Typewriter Ribbon for every purpose. It requires great skill to successfully match carbon paper with the paper on which the copy is made. It is our business to do this—PERFECTLY.

## UNITED STATES MANIFOLD CO

*Specializing in Carbon Paper and Typewriter Ribbons*

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PHONE Y 5952

## The GROWTH of DALLAS

*Depends on Industrial Freedom—Industrial Freedom depends on the continued success of the Open Shop*

This fact alone is reason for your support of the members of the Employing Printers' Division of the Open Shop Association

### PATRONIZE PRINTERS WHO ARE MAINTAINING THE OPEN SHOP PRINCIPLE

BOYD PRINTING COMPANY, THE 1323 Wood Street X-6194	PEDERSON PRINTING COMPANY 3114 Grand Ave. J-6471
J. M. COLVILLE & SON 911 Commerce Street Y-4878	RICHMOND COMPANY, THE 606 South Akard Street X-3670
B. C. DYER & COMPANY 1315 Young Street Y-5755, X-5755	SHEEGOG PRINTING COMPANY 314 South Ervay Street Y-1728
EGAN PRINTING COMPANY 912 Ross Ave. X-1213	SOUTHWEST PRINTING COMPANY 917 Camp Street Y-1784
ENTERPRISE PRINTING COMPANY Interurban Building Y-1428	TIGERT PRINTING COMPANY 2112 Jackson Street Y-2597
ETHERIDGE PRINTING COMPANY 1812 Orange Street X-8101	WALRAVEN BROS., INC. 1507 Caruth Street X-5084, Y-5084
GEYER PRINTING COMPANY 1405 Young Street X-2032	PHOTO-ENGRAVERS WHITE ENGRAVING COMPANY 1415 Jackson Street X-3997, Y-3997
HARGREAVES PRINTING COMPANY 1013 Main Street X-3468, X-1324	ZEENE ENGRAVING COMPANY 105 North Market Street X-1297
JOHNSTON PRINTING & ADV. CO. 1901 McKinney Ave. Y-2122	TRADE COMPOSITION PLANTS BALL-CUSTER LINOTYPING COMPANY 1802½ Jackson Street Y-1968
MERCHANTS PRINTING COMPANY 1802 Jackson Street Y-6229	DALLAS LINOTYPING COMPANY 1408 Marilla Street X-4238
PADGETT PRINTING COMPANY 1410½ Commerce Street X-6386	

## TEXAS EMPLOYERS' INSURANCE ASSOCIATION

*Home Office  
Interurban Building  
Dallas.*

The State created the Association by name for the purpose of affording a dependable plan of providing Compensation Insurance at Minimum Net Cost to Employers.

The Supreme Court of Texas declared the Association to be "An Agency for the proper administration of the Law."

The initial rates of the Association are identical with the Stock Companies. The net cost, however, is materially less for the reason that what they require for Commissions to agents and dividends to stockholders, the Association returns as dividends to its policyholders.

The Compensation Law provides that so long as our Surplus is maintained at \$200,000.00 or more, our policyholders are free from any contingent liability to assessment.

WE HAVE A SURPLUS OF	\$538,373.33
Cash dividends paid to policyholders	\$2,491,870.30
Surplus on hand that belongs to policyholders	538,373.33
Total amount of savings for policyholders since organization	3,030,243.63

About 85% of every dollar ever received by the Association has gone to injured workmen for injuries sustained and to policyholders as dividends.



ALLAS, one of the great convention centers of the country, is an ambition rapidly being realized, as records of the past two years will show. Dallas entertained 180 conventions in 1923, an increase of 66 over 1922. So far, this year, the city has entertained 28 in January; 19 in February, and 15 in March, making a total of 66, or but two less than came here during all of 1921, the first year the Convention Department of the Chamber of Commerce functioned under its present arrangement. The 1923 conventions brought 75,000 visitors to Dallas, who spent nearly \$2,000,000 in our city, and this was of but minor importance compared with the publicity of incalculable value accruing.

### Big National Gatherings

SEVERAL national gatherings of the utmost importance are scheduled for Dallas during the remainder of this year. On April 14-16, the National Association of Reserve City Bankers meets here, bringing many of the leading financiers of the Nation.

The American Wholesale Grocers' Association will meet here May 13-16, and from the reservations already being received by our hotels it is indicated that there will be a record-breaking attendance. This is one of the most important gatherings that has honored Texas in recent years.

### Dentists Expect 5,000

NEXT fall, Nov. 10-14, Dallas will be host to the American Dental Association, with an attendance of some 5,000. It is believed this will be one of the greatest gatherings of the profession ever held, it being claimed by national officials that this is the first time conditions have been such as would allow the meetings of all affiliated or interested bodies to be held coincident with the dentists. This will mean seven conventions for Dallas at that time. Fortunately, Dallas now has available in the Manufacturers' and Automobile Exhibit Building, at the Fair grounds, a structure that will permit all gatherings and manufacturers' exhibits under the same roof.

Both the Wholesale Grocers and the Dentists are giving wonderful and widespread publicity to Dallas, both in their respective official publications and in the trade press and newspapers.

Several important conventions have already been booked for 1925 and campaigns are under way for some 15 or 20 national gatherings. The Convention Department of the Chamber stands ready at all times to render assistance to any groups contemplating bringing conventions here.

Among some of the more important conventions to be held in Dallas during the remainder of this year are shown as follows:

## Dallas Is Enjoying Great Convention Year

### Conventions—1924

#### APRIL

Scottish Rite Reunion, April 21-24.  
Southern Conference—Unitarian Churches—April 29 to May 3.  
Texas Cotton Ginners' Association—April 10-11.  
Nat'l Association of Reserve City Bankers, April 14-16.  
Retail Furniture Ass'n of Texas—April 23-24.  
Texas Intercollegiate Press Ass'n, April 10-11.  
Palestine Fund Association, April 6-8.

#### MAY

Texas State Retail Jewelers Ass'n, May 5-6.  
State Republican Convention, May 27.  
American Wholesale Grocers' Ass'n, May 13-16.

Texas Undertakers' and Funeral Directors' Association, May 19-21.  
Eastman Kodak School, May 5-8.

#### JULY

Texas Bar Association, July 1-3.

#### AUGUST

Texas Sunday School Association.  
Southwestern Nurserymen.  
Texas Circulation Managers.  
Texas Butter, Egg and Poultry Association.

#### OCTOBER

Texas Ass'n of Real Estate Boards, Oct. 15-18.  
Texas Eclectic Medical Association, Oct. 15-16.

State Tax Assessors' Association.

#### NOVEMBER

American Dental Association, Nov. 10-14.  
Texas Baptist Missionary Association, November 16.  
Texas General Baptist Convention, November 6-10.  
Texas Ice Cream Manufacturers' Ass'n.  
Texas Dental Ass'n, November 9.

#### DECEMBER

State Baptist Laymen.

### Conventions—1925

Southwestern Political and Social Science Association, March.  
Grand Lodge of Texas A. O. U. W., July.  
Episcopal Council—Dallas Diocese, February.  
Southwest District Civitans, January.  
Texas Hardware and Implement Association, January.

Texas Farm Bureau, January.  
Conference of Epworth League Presidents, first week in February.

## Dallas Postoffice Included in Federal Bill

In the \$38,688,280 asked in the public buildings program of the bill introduced last month by Senator Fletcher, of Florida, is included a \$2,000,000 Federal Building for Dallas. It was specified that this should be erected on the site at Bryan, St. Paul, Federal and Ervay Streets, purchased by the Government ten years or so ago. The local postal authorities and the Chamber of Commerce have been active in this matter for many years and it is felt that action on the Dallas request will not be delayed much longer. Congressman Hatton W. Summers has been furnished complete data on Dallas' claims why the building should be allowed and is prepared to present these.

"Save and kick the 'L' out of Slave" is the rather forceful message the representative of an Oklahoma City building and loan association carries on his business card.

**News and Journal to  
Open Resort  
and Travel Data Booth**

THIS summer the army of vacationists which mobilizes in Dallas for the annual advance upon the pleasure resorts of the entire country will be rendered a service never heretofore available, namely, a Resort and Travel Information Bureau which will be maintained by The Dallas Morning News and The Dallas Journal at their branch office on Stone Street, Dallas.

This service will be free and available to everybody, and will consist of furnishing information upon resorts, hotels, railroad and steamship transportation and all other matters of interest to those who lay aside the home routine for a few, or many, of the hot days.

The preliminary work of compiling data, securing literature and other information from the transportation companies and resorts, is already well under way and the information bureau will be in full operation by the time the vacation season begins.

The two newspapers are establishing this service with a twofold purpose—to increase their usefulness to the people of Dallas and to augment the value of their advertising columns to those who use these columns for broadcasting messages to vacationists.

**Industrial Site Bought by  
Texas and Pacific**

FANK J. Burke, Industrial Commissioner of the Texas & Pacific Railway, has announced the purchase of 40 acres of land in East Dallas near the State Fair Grounds and will open it as an industrial district. 30 acres of the property are north of Forney Avenue. Approximately 4,000 feet of main line switch track is being constructed to serve this territory and reach the 20 acres nearby which has been purchased by the Ford Motor Company as a site for a larger assembling plant, details of which will be given later.

The acquisition of this property gives the T. & P. two industrial districts, the other being a North Dallas district in the heart of the downtown wholesale district, north of Pacific Avenue. Further plans of the T. & P. with reference to their East Dallas industrial district will be announced later.

**Advertising Draws  
Attention**

The Chicago Apparel-Gazette reprints one of a series of three advertisements carried by E. M. Kahn & Co., of Dallas, which called attention to their long identification with the city and their pride in supporting the Chamber of Commerce and all other agencies looking to the upbuilding of the city. The publication commended the advertisements at length editorially. Knox Armstrong is advertising manager of E. M. Kahn & Co.

# PAINT



## Factory Direct to You

"DEPENDABLE QUALITY PAINTS FOR EVERY PURPOSE—A CAN OR A CARLOAD"

Manufactured in our own Factory, equipped with highest type mills, under careful, expert supervision. Our Paints meet the most exacting industrial and railroad tests. THEY STAND UP. Your inquiries and orders will receive prompt and courteous attention.

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## AMERICAN PAINT & SUPPLY CO.

Manufacturers of Paints

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# ITA

### "MADE IN DALLAS"

Sick and Accident Insurance  
Our \$50.00 Weekly Benefit; \$5,000-\$10,000 Accidental Death Policy is a prime favorite with Merchants, Manufacturers, Traveling Men, Railroad Officials, Bankers, Lawyers, Doctors. Over \$1,000,000 paid in benefits to date.  
International Travelers Association, Dallas, Texas  
PRICE CROSS, Pres. BEN HAUGHTON, Sec'y-Treas.

## S. KOENIGSBERG, Inc.

Showing New Spring Woolens

TAILORS AND IMPORTERS

1306½ Main Street

## AMERICAN ELEVATORS

SOLD BY J. PEYTON HUNTER, 617 WILSON BLDG.  
DALLAS

BUILT BY AMERICAN ELEVATOR & MACHINE CO., LOUISVILLE, KY.

**Farm Loans****Prompt Service**MONEY TO LOAN AT  $5\frac{1}{2}\%$  ON CENTRALLY LOCATED DALLAS BUSINESS PROPERTY

*The*  
**Deming Investment Company**  
 1009 KIRBY BUILDING      PHONE X-3992

**We Can Reduce Your Shipping Costs**

Let us assemble your household goods or automobiles for shipment in carload lots. Cheaper rates, safe handling, expedited service—advantages well worth considering.

We are the oldest Transfer and Warehouse Company in Dallas. Our equipment is modern and our facilities complete.

We store and distribute merchandise and household goods of all kinds.

Your inquiry on any warehousing or distribution problem will have our immediate attention.

**THE DALLAS TRANSFER COMPANY**  
 404-414 Poydras Street, Dallas, Texas

**Largest Manufacturers of  
 PLATE GLASS  
 in the World**

Plate, Window and Art Glass : Mirrors  
 Patton's Sun-Proof Paints : Pitcairn Varnishes  
 Horseshoe Brand Brushes : Sundries

**Pittsburgh Plate Glass Co.**

Pearl St. and Pacific Ave., Dallas

*Will Move August 1st to  
 Santa Fe Terminal Building*

Jackson and Kendall Sts., Dallas

**\$200,000 Endowment for Church Clinic**

On behalf of himself and daughters, Mrs. Floy E. Skielvig and Mrs. Gladys Lindsley, Percy R. Freeman has endowed the Richard Freeman Memorial Clinic, operated under the auspices of the Southern Presbyterian Churches here, with \$200,000. Previously Mr. Freeman and the late Mrs. Freeman gave \$50,000 for the erection of the home of the clinic as a memorial to their son, Percy Richmond Freeman, Jr. Formal opening of the new building was held last month. Gratis services in the construction of the home were given by Lang & Witchell, architects, the Inge Construction Company and others.

Frank Reedy of Dallas has been designated promotion director for the Alaska Railroad, it was announced last month by Lieut. Col. Lee H. Landis, general manager of the road, who spoke here last month before various luncheon clubs. Tours with special trains and ships will be arranged to demonstrate the possibilities of the Territory to American business men. The Alaska Railroad is owned by the United States Government. It cost \$56,000,000, which would mean that each citizen is a stockholder at the rate of 50c each.

A syndicate of Dallas men, headed by E. Raymond Moss, has purchased the 150-acre tract in East Dallas of the A. J. Brown estate and will develop it into a high-class residential district. The property lies immediately east of and adjoins the Mt. Auburn addition and extends from the Lakewood Country Club addition on the north to East Grand Avenue on the south.

Judge George W. Riddle has been elected chairman of the board of directors of the Commercial State Bank and E. C. Haynes, president of the Liberty State Bank at Murphy, Texas, elected president to succeed Judge Riddle.

Fred McJunkin, of the Southland Hotel, has been elected president of the Dallas Hotel Men's Association, succeeding Otto Herold, who resigned following the sale of the Oriental Hotel, of which he was manager.

**Sell By Letter**

Anything that a salesman can say about his products, can be said in a letter. You can reduce your selling expense by the use of sales letters.

Do you want some profitable suggestions? Ask us now.

**DALLAS MAILING COMPANY**  
 1320½ Commerce St.

Multigraphing      Addressing  
 Texas Lists



—Cut courtesy "Texas And Its Greatest Market Center," published by The Dallas News.

(1) Southwestern Life Insurance Building. (2) Texas & Pacific Railroad Building. (3) Magnolia Building (outside of New York the fourth tallest office building in the world). (4) Medical Arts Building, the world's tallest monolithic office structure. (5) Southland Life Insurance Building. (6) Western Indemnity Building. There are 36 buildings of 8 stories or more in Dallas at the present time.

## New Chamber Members

**A**TOTAL of 44 new memberships in the Chamber of Commerce were secured the past month, including full count on the plural memberships of the new budget subscribers:

### NEW BUDGET SUBSCRIPTIONS

**Central Bitulithic Co.**, J. E. Forrest, Pres., Jas. E. Thompson, V.-P., paving contractors, paving materials; 1101 Praetorian Bldg.

**Chevrolet Motor Co. of Texas**, L. S. Costley, Sales Mgr., Y. Y. Beakley, C. E. Omeara, P. Sever, L. P. Randall, Factory branch, Chevrolet distrs.; 3213-21 Commerce Street.

### NEW INDIVIDUAL MEMBERS

**Brandon**, George M., Southwestern Distributing Co., specialties; 206 Central Bank Bldg.

**Dalton, Crate**, attorney; 210 Western Ind. Bldg.

**Dictaphone Sales Corp., The**, F. S. Ward, the Dictaphone; 303 Marvin B'dg.

**English**, C. C., attorney; Western Ind. Bldg.

**Elbee Shoppe, The**, M. Leventhal, ladies' specialty shop; 1414 Elm St.

**F. & S. Body Co.**, T. H. Sims, commercial body mfrg. and auto body repair; 3027-33 Commerce Street.

**Firestone Tire & Rubber Co.**, P. E. Akers, tires and tubes; 2121 Commerce Street.

**Garonzik**, Will, real estate; 422 Wilson Bldg.

**Hardy, Jr., Rufus**, insurance; lobby Commercial State Bank.

**Kerens, Vincent**, Brown-Crummer Co., municipal bonds; Oriental Hotel.

**Kinsella Hat Mfg. Co.**, W. R. Anderson, hats and caps mfg.; 509½-13 Main Street.

**Randall & Oliver**, brokers—food products; Mercantile Bank Bldg.

**Texas Common Brick Mfgrs. Ass'n.**, C. O. Christenson, promotion and advertising common brick; 305 Simpson-Whitman Bldg.

### Setting Us Right About Height of Chimneys

The Chamber of Commerce has received a letter from Cowles & Co., Dallas, representing the Alphons Custodis Chimney Construction Company, New York, regarding a statement reprinted in the March issue of "Dallas" to the effect that the new 350-foot chimney of the Dallas Power & Light Company is the second tallest in the world. It appears from the letter that the statement should be that there are five taller chimneys in the world, as follows: Anaconda Copper Mining Co., at Anaconda, Mont., 585 feet; American Smelting & Refining Co., Tacoma, Wash., 571 feet; Boston & Montanac C. C. & S. M. Co., Great Falls, Mont., 506 feet; one in El Paso, 400 feet; Saganoseki Copper Company smelter at Saganoseki, Japan, 570 feet. Four of these chimneys were built by the company writing us. If there are any other of these towering structures we hope to be informed, as we would like to get at the bottom of these tall chimneys.

Nathan Adams, president of the American Exchange National Bank, Dallas, was the principal speaker at the annual meeting last month of the Ennis Chamber of Commerce. The main theme of his discourse was in urging Texans not to plant too much cotton this year, on account of high prices last year and the belief is that in order to maintain prices, the farmers will diversify.

### Dallas' Park System Is Extended

Owners of the Wah-Hoo Club Lake property have accepted the offer of the City Park Board of \$51,000 for their property, and with it 25 acres, including the clubhouse and 13-acre lake, are added to the city's park property, bringing the total to some 3,825 acres. Until necessary funds are received by the Park Board to pay for the property, it will be leased by the City. It is announced that one of the first features to be added by the City will likely be a swimming pool.

Another park extension the past month resulted from the acquisition by the City on the lease-purchase plan of five acres adjoining Belmont and Lakewood Heights additions. It was purchased for \$15,750 from Boyd Keith.

Still another extension last month was the purchase of Cole Park, seven acres, just east of the North Dallas High School, for \$52,588. It had been a part of the City's park system for several years under the lease-purchase plan. While the park was acquired by purchase, the City takes the position that John D. Coie, the owner, made a gift of \$44,000 when the property is based on its actual real estate value, said to be \$96,000. This would be the second largest gift ever made Dallas in the matter of parks.

Walter Spawlin, of the Railroad Commission of Texas, was elected president of the Political and Social Science Association, at the annual meeting of that body in Fort Worth last month. George B. Dealey, president of A. H. Belo & Co., Dallas, was re-elected first vice president and the next annual meeting will be held at Dallas.

### Chamber Magazines Form Organization

Chamber of Commerce magazines have become general and popular throughout the Nation the past few years. Some twenty of the larger and stronger publications were represented at a meeting at Detroit last month when an organization known as the Standardized Chamber of Commerce Publications was formed. The purpose of the organization is to promote better magazines and to sell national advertisers to better advantage. All of the Chamber publications in the group have adopted a uniform size, to conform somewhat with the Literary Digest in size and make-up, the unity of size being a help to advertising agencies.

Cities represented in the group include Boston, Chicago, Dallas, Brooklyn, Pittsburgh, Detroit, St. Louis, Kansas City, San Francisco, Philadelphia, Illinois State, Buffalo, Atlanta, Cincinnati, Omaha, Los Angeles, Memphis, Flint, Indianapolis and Tulsa. The total sworn circulation of the entire group is 123,750.

### Items of Interest in Nearby Towns

**WAXAHACHIE**—The Chamber of Commerce has elected O. H. Chapman president, and re-elected J. Bert Graham secretary for the fifth time.

**SEYMOUR**—I. O. Newton has been elected president, and Donnell Dickson, secretary, of the Chamber of Commerce.

**TEXARKANA**—H. P. Briley has been elected president of the Chamber of Commerce, and M. E. Melton re-elected secretary for the sixth time. More than \$2,000 has been set aside from the \$22,500 budget for better cotton contests. President Briley, of the Chamber, presided recently at the breaking of ground for Texarkana's new \$600,000 hotel.

**MARSHALL**—S. P. Perkins, of Dallas, owner of the Hotel Marshall property, has announced that near the end of this year he will remodel the hotel and add a story, making it modern in every respect.

**CANTON**—The T. F. Larkin Construction Company, of Dallas, has been awarded the contract for the construction of a concrete road from Grand Saline west along the Texas & Pacific railway, a distance of seven miles.

**SEYMOUR**—Baylor County has voted, by a large majority, a \$500,000 bond issue, which, with \$1,000,000 Federal and State aid, will be sufficient to hard surface nine-tenths miles of highway in the county.

**EL PASO**—Ground has been broken for El Paso's \$500,000 textile mill and it is expected to have the plant in operation before next winter. The mill will start operations with 5,000 spindles. The buildings alone are to cost approximately \$130,000. A. P. Coles is president of the company.

**MARBLE FALLS**—The Marble Falls Textile Mills Company, with headquarters in Dallas, has been formed for the purpose of building a 15,000-spindle cotton mill, operated by power from the Colorado River. Robert E. Witt, of Dallas, is one of the directors.

**ABILENE**—Plans have been completed for the 7-story Alexander Building to cost \$300,000. David S. Castle & Co., of Dallas and Abilene, designed the building.

**FORT WORTH**—Sanger Brothers, of Dallas, have announced that \$1,500,000 will be expended in rebuilding the firm's Fort Worth branch, installing new fixtures and enlarging the stock. A 6-story building to cost \$300,000 will be erected.

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## Origin of Freight Over-charge Claims

THE vital need for such service as the Traffic Department of the Dallas Chamber of Commerce renders shippers in the quoting and checking of freight rates is emphasized in an article carried in the New York Central Lines Magazine, which shows the origin of freight overcharge claims. The table sets forth that around 70% of the overcharge claims on local waybills, as well as interline waybills, come from errors in rates. Last year the Traffic Department of the Dallas Chamber of Commerce quoted rates by telephone in 3,236 instances and 6,425 by mail, or nearly 10,000 quotations to shippers, with practically no complaints received at the end of the year indicating mistakes. The Chamber maintains its Traffic Department at heavy expense for the benefit of Dallas shippers and it is believed that no Chamber, even in cities several times the size of Dallas, has a Traffic Department more efficient, and perhaps but few as efficient.

Following is the table from the magazine of the New York Central lines, being for the month of May, June and July, 1923:

	LOCAL WAYBILLS		
	May Per Cent	June Per Cent	July Per Cent
Error in rate	73.0	67.0	70.0
Error in weight	19.0	22.8	19.7
Error in extension and addition	02.0	02.6	03.4
Error in classification	02.0	03.6	02.3
Error in description of freight	00.8	01.0	00.7
Error in routing	01.9	01.6	02.1
Error in undercharge corrections	00.8	01.2	00.9
Duplication collection	00.5	00.2	00.9

	INTERLINE WAYBILLS		
	May Per Cent	June Per Cent	July Per Cent
Error in rate	73.6	67.4	76.4
Error in weight	18.0	23.1	15.0
Error in extension and addition	01.8	02.1	03.3
Error in classification	02.6	02.7	01.0
Error in description of freight	00.9	01.3	00.5
Error in routing	01.3	02.4	02.1
Error in undercharge corrections	00.9	00.5	01.0
Duplication collection	00.9	00.5	00.7

## Dallas Leads in Express Per Capita

"Dallas is per capita the greatest railway express traffic producing center in the United States," said R. E. M. Cowie of New York, president of the American Railway Express Co., who was in Dallas last month attending the convention of Santa Fe officials. "Texas today is the healthiest State in the Union from a business standpoint. I can remember when Chicago was jealous of the inroads made by St. Louis upon the business of the great Southwest, and now the distribution center for this territory is trending more and more from St. Louis and Kansas City to Dallas."

—o—

Fisher & Fisher, realtors, have announced two additions to their staff, Harry Cornife, to handle Highland Park sales, and Mitchell Langdon, who will operate in the business lease department.

—o—



## Giving the Telephone Life

WHEREVER your thought goes, your voice may go. You can talk across the continent as if face to face. Your telephone is the latch which will open any door in the land, to you.

There is the web of wires; the many switchboards; the maze of apparatus; the millions of telephones. All are parts of the great system which provides nation-wide telephone service. The equipment has cost over two billion dollars. But more than equipment is needed.

There must be the guardians of the wires to keep them vital with speech-carrying electrical currents. There must be the thousands of operators to watch the millions of tiny switchboard lights. There must be skilled workers of every sort to construct, repair and operate.

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## Keeping up with busy Dallas

The Dallas Salesmanship Club has voted to raise funds for the construction of a \$5,000 auditorium and pavilion at its recreation camp for orphans at Bachman's Reservoir. Half of the necessary funds were subscribed at a single meeting of the club last month.

\* \* \*

C. O. Christenson, formerly of Cleveland, Ohio, has been appointed active head of the Texas Brick Manufacturers' Association, with headquarters at Dallas.

\* \* \*

Carey H. Snyder, formerly with the Dallas News, has been appointed publicity director of the Baptist General Convention of Texas, and will be the business manager of "Facts and Tidings," their semi-monthly publication.

\* \* \*

H. A. Snelling, formerly of Atlanta, Ga., is the new manager of the Home Trade Shoe Store.

\* \* \*

C. W. Trammell, who has been secretary to the Chief of Police the past few years, has been appointed Chief, succeeding Louis Brown, who resigned on account of ill health.

\* \* \*

The Little Theater of Dallas has re-elected Oliver Hinsdell as director for the coming year.

\* \* \*

J. H. Leech has been elected head of Post E of the Travelers Protective Association, and Fred N. Palmer re-elected secretary and treasurer.

\* \* \*

W. R. Dudley, Jr., has been elected exalted ruler of the Dallas Elks Lodge.

\* \* \*

J. Dean Gauldin has been appointed city prosecutor to succeed Paschall Dreibelbis, who resigned to become connected with the legal staff of the Federal Reserve Bank.

\* \* \*

Mrs. C. H. Huvelle has been re-elected president of the Girls' Protective Association.

\* \* \*

J. L. Lancaster of Dallas, co-receiver of the Texas & Pacific Railway, has been elected president of the Union Terminal Company, succeeding F. G. Pettibone of the Santa Fe, who declined re-election.

\* \* \*

A. M. Eastland, sales manager for the Perry Motor Company, has been elected a vice-president of the company.

\* \* \*

J. E. Payne, Jr., president of the Adolphus Man's Shop, has been appointed secretary of the Texas Retail Clothiers' Association.

\* \* \*

C. E. Calder, president of both the Dallas and the Texas Power & Light companies, has been added to the board of directors of the American Exchange National Bank.

\* \* \*

R. H. Stewart has been elected chairman of the board of directors of the City National Bank, filling the vacancy occurring because of the death of E. O. Tenison. C. L. Maillot was elected to fill the vacancy on the board caused by Mr. Tenison's death.

\* \* \*

George S. Bell, formerly manager of the Capital Radio Shop, has resigned to become general sales manager for the Exline Note Paper Company. M. G. Watson succeeds Mr. Bell with the radio company.

\* \* \*

R. R. Gilbert, cashier of the Dallas Federal Reserve Bank, has been elected deputy governor, succeeding R. G. Emerson, who resigned to become associated with the First National Bank of Boston, Mass.; R. Buckner Coleman, manager of the Houston branch of the Federal Reserve, was elected cashier; Fred Harris, assistant cashier, was named manager of the Houston branch, and the position of a second deputy governor has been created with Val J. Grund, general auditor, named to fill the position. R. L. Foulks was elected general auditor.

\* \* \*

D. E. Waggoner has been re-elected chairman of the board and M. H. Wolfe, president, of the United Fidelity Life Insurance Company.

\* \* \*

W. B. Head has been re-elected chairman of the board of the Dallas Power & Light Co., C. E. Calder, president, C. W. Davis and Harry L. Seay, vice presidents, J. B. Walker, secretary.

\* \* \*

Fred W. Willson, of the Willson Construction Company, has completed a

**M. M. MAYFIELD**  
LUMBER

ELM STREET AND T. & P. RY.

PHONES: H-2171, H-2172, H-2173

private radio broadcasting station at his residence, 2223 S. Beckley Street, which has been designated KFCP by the district radio inspector. It broadcasts on a wave length of 265 meters at 100 watts.

\*\*\*

Tributes to M. J. Norrell, "market builder," were paid him at a dinner tendered in his honor last month by the Wholesale Merchants' Association, of which he has served as secretary the past four years, resigning recently to become connected with the Mercantile Bank & Trust Co. About 200 were in attendance.

\*\*\*

James A. LaPrelle has been appointed sales manager of the Dallas branch of the Oakland Motor Car Company, it is announced by Paul Stevenson, branch manager.

\*\*\*

E. H. Steger has been elected a member of the Dallas Board of Education, to fill the vacancy made by the resignation of DeWitt McMurray.

\*\*\*

Ballard Burgher has been appointed a member of the City Plan Commission to fill the unexpired term of Murphy W. Townsend, who resigned recently.

\*\*\*

The American Life Reinsurance Company has elected A. C. Bigger, president; Hugh E. Prather, vice president; Henry Camp Harris, agency manager. Mr. Strudell was promoted from secretary and actuary to vice president and actuary and Morton Bigger from assistant secretary to secretary.

\*\*\*

E. Worth Jones has been elected president of the Oak Cliff State Bank.

\*\*\*

Sam B. Dick has become connected with the real estate firm of Gillespie & Gillespie.

\*\*\*

W. M. Holland has been re-elected president of the Dallas Railway Company. A. S. Greiner has been added to the board of directors, filling the vacancy caused by the death of John V. Hughes.

\*\*\*

A. Harris & Co. celebrated its 37th anniversary last month. The business, now one of the largest department stores in the city, was founded by three partners, Fellman, Grumbach and Harris, in 1886 in a one-story building 50x80 feet on Elm Street.

\*\*\*

Mike H. Thomas has been elected chairman of the board of directors of the Southwest National Bank and Warren P. Andrews president.



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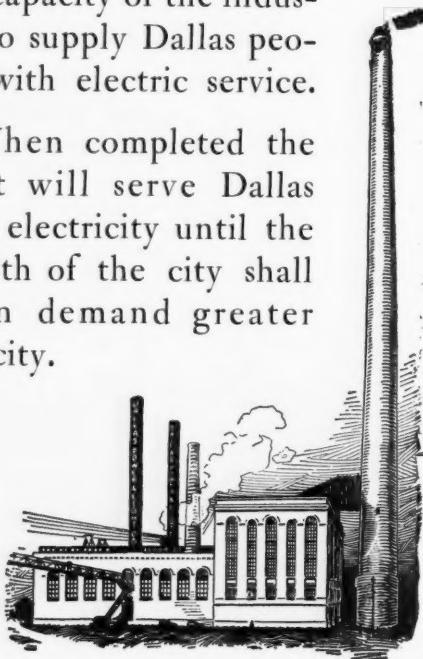
THE DALLAS GAS COMPANY



## *Caring for the Growth and Progress of Dallas*

FOR several months past construction of an addition to the Dallas Power & Light Company's electric generating plant has been under way. The new smokestack, 350 feet tall, has been in use. This smokestack is a conspicuous feature of the plant addition that will double the capacity of the industry to supply Dallas people with electric service.

When completed the plant will serve Dallas with electricity until the growth of the city shall again demand greater capacity.



Dallas  
Power & Light Company

X-4151  
INTERURBAN BUILDING

### Mineral Wells to Entertain Chamber Executives

A meeting of the Program Committee for the annual convention of the Texas Commercial Executives' luncheon clubs. It is to carry later June, was held at the Dallas Chamber of Commerce last month. Plans are being made to bring some speakers of note from out of the State. Charles Saville, general manager of the Dallas Chamber, is chairman of the committee, and among committeemen attending the meeting were Hubert M. Harrison, president of the association and general manager of the Wichita Falls Chamber; Ray Leeman, secretary, Mineral Wells; Oscar C. B. Nau, secretary, Corsicana; Porter A. Whaley, general manager West Texas Chamber of Commerce, Stamford, and Joseph Leopold, manager Southern Central Division, U. S. Chamber of Commerce.

### Add to Weekly Luncheon Club List

In the list of local weekly luncheon clubs published in "Dallas" last month through error the name of the Knights of Columbus Luncheon Club was omitted. W. I. Reddin is president and Frank R. O'Brien, secretary of the club, which meets each Wednesday noon at the Oriental. Apologies are extended to the club for the omission. It has been said that never in the history of the world has a book been printed without one or more errors, and the same applies to our little monthly magazine. Several other splendid clubs that meet semi-monthly or monthly have called the Chamber and mentioned that they were not included in the list. The particular list carried was of weekly luncheon clubs exclusively, save as to the Presidents' Club, made up of the presidents of all luncheon clubs. We will carry later on a list of all luncheon clubs, regardless of the frequency of their meetings.

### Progress Made on Water Supply Project

The City has closed a contract with R. A. Thompson and J. C. Nagle for the drawing of plans and supervision of work on the big water supply project for Dallas, for which a bond issue of \$5,000,000 was voted two years ago. They are to be paid \$1,500 a month each and the City is to pay all additional help needed. It is estimated that from two to three years will be necessary for the accomplishment of the project. The work of the engineers will be under the direction of the City Engineer.

Sale of \$2,000,000 of the reservoir bond issue has been made by the City Commission to George L. Simpson Company of Dallas and Eldridge & Co. of New York at 98.26c on the dollar, and interest accruing since Feb. 1, 1924. It is believed the remaining \$3,000,000 will be placed on sale before June 1.

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the world.



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on guess-work.

The second merchant is  
the one who insists upon  
knowing. He wants to  
know what is going on in  
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he wants to know that his  
information is correct.

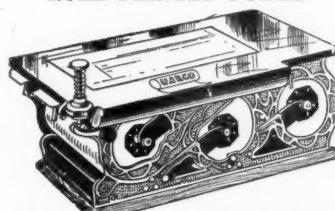
The difference between the two is usually the difference between success and failure. If you are the type who wants to know, we can give you much valuable information. We should be glad to have you come into the office or phone for one of us to come to your store.

**H. L. KUYKENDALL**

Sales Agent  
The National Cash Register Company  
1100 Commerce St. Dallas, Texas

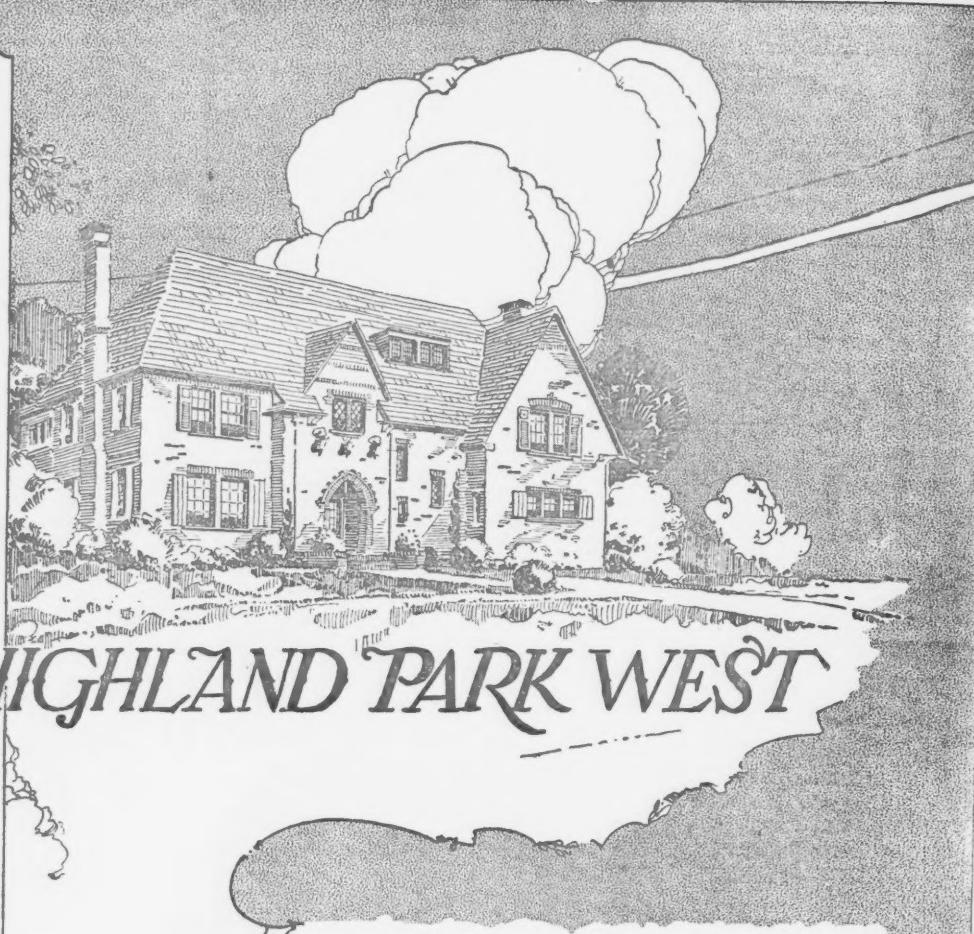
**E. C. KUSTERER**

Sales Agent  
**VARCO BUSINESS SYSTEMS**  
AUTOGRAPHIC REGISTERS  
ROLL PRINTED FORMS



Y-1448

2036 Commerce St.



## HIGHLAND PARK WEST

J. R. Bowers' handsome new residence, to be erected on Bordeaux Avenue, HIGHLAND PARK WEST, is pictured above.

Just one of the many attractive types of homes of the better class which will make this favored section the South's most beautiful residence city.

Thomson & Swaine are the Architects.

Spring's building activity forecasts the rapid completion of this great residential project.

*We'll welcome an opportunity  
to show available locations*

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